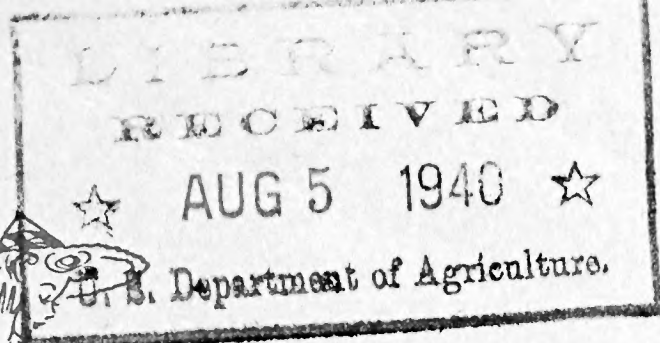


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HARROLD'S Pansy Annual

Professional Trade
Wholesale
Season of 1940

HARROLD'S PEDIGREED

Pansies for 1940-41

It is the purpose of this little Annual, as has been the purpose of the many past editions, to offer as much information on Pansies in general and Harrold's Pedigreed Strain Pansies in particular as space will permit. With nearly forty years of specialization in Pansies behind us, we have lived with and by Pansies long enough that we believe you will find our stock outstanding in this field. In fact, if we knew how to produce any better stock than is offered here you may rest assured that we would be supplying it.

Located as we are in the famous Rogue River Valley in southern Oregon, we have one of the most favored seed producing locations in this country. Soil is exceptionally well suited for this work here at our ranch and climatic conditions are different but more favorable than any other place we know of. We have severe enough winters to assure the breeding of sturdy strains that will stand the winters in any section of the United States or Canada where Pansies are grown. In spring, the weather is ideal for early seed production, with no rain falling during the seed harvest. This assures plump, well ripened seeds, which are not injured in any way by natural and uncontrollable conditions.

Possibly of most interest to you is the fact that we harvest our Pansy seed crop earlier than any other grower we know of in the United States. This is partly intentional and in part due to favorable climatic conditions peculiar to this particular locality. In the past ten years we have had no season when new crop seeds were not available by June tenth; and normally, they become available from that date on in quantity adequate to fill all orders for summer planting from current crop. But one season in the past ten years has there been any trouble with harvest keeping up with shipment demand and this was caused by an unusually wet spring.

Normally we start picking seeds by the last of April and a quite heavy harvest has been made in May. This is advantageous as the seeds come from young, vigorous plants while they are in their prime. In comparison with most other sources of supply, this is a condition that is of vital interest to you. A large majority of European seeds sold before August first to fifteenth, is seeds that were harvested the summer before. This is unavoidable because harvesting and curing time, as well as ocean transport, makes it almost impossible to get these seeds into this country much before August fifteenth. Japanese imports arrive still later, usually in November and December.

From considerable travel and observation in the Pansy breeding field the writer knows of no other grower in the domestic industry who is making this early harvest in



HARROLD'S PEDIGREED STRAIN PANSIES HAVE QUALITY BRED INTO THEM. GIVEN FAVORABLE CULTURE, THEY ARE NOT EXCELLED IN THE RESULTING QUALITY GIVEN.

adequate quantity. Usually a little domestic seed is ready by July fifteenth, but most growers do not reach the bulk of their harvest until August. Even by August first our seed harvest is usually completed. This condition applies to the Harrold originations and other sorts we grow ourselves. Varieties in the standard group which are obtained from other sources are subject to the same conditions experienced by other growers.

KEEPING UP TO DATE

Not only has our breeding department kept abreast of the field in breeding operations, but the past two or three years has seen many improvements in our growing, curing and handling operations. Just a few of these improvements include additions in our curing, storage and cleaning facilities. Every effort is made to handle the seeds from the time they come in from the fields until they are placed in the mails for delivery to you, in the very best manner possible.

Development several years ago of a new, original curing process, following natural laws and curing the seeds in a manner assuring the very finest finish was installed. This process is the basis of the very high viability of all Harrold Grown Seeds. It is also the basis of their ability to stand long storage when necessary, without undue loss of viability.

NEW CLEANING EQUIPMENT

The harvest of 1939 saw the first use of a new cleaning mill which has given much closer control over this phase of the handling of our seeds. With this new equipment we are able to take out virtually all foreign matter from any seed. In addition this new installation has added to the accuracy of our grading of seeds. We were among the first, if not the first, to have adopted a definite standard of grading for Pansy seeds. This, of course, necessitated a very close control of the cleaning operation and with our present process we are able to control the size and specific gravity weight of our Pansy seeds to within three seeds per grain of weight— $1/437$ th ounce. This means that you receive nearly 100% perfect seeds.

While there are fewer seeds per ounce in such stock, a larger percentage will grow and the resulting plants have that initial push needed to assure good results.

MODERN STORAGE FACILITIES

The year 1939 also seen the occupation of a more modern storage building and office, which has been constructed with the problems of heat and moisture insulation; as well as proper ventilation, taken fully into consideration. This is another important step toward the maintainance of the highest possible quality as long as the seeds are under our control. This summer will see the completion of a fully fireproof vault for the storage of all seed stocks. These things may sound elaborate to you, but they are essential factors in the perfecting of **Harrold's Pedigreed Strain seed quality and service.** They are a material demonstration of our interest in your success, and, along with our breeding and growing experience, they make a very definite foundation upon which you can build successful plant growing.

This breeding and growing is a profession with us, not a sideline. And, as is the case with nearly all other specialists, our outstanding experience and strict attention to detail is of fundamental value to you. In comparative quality, you pay little if anything for the advantage afforded by our stock.

A PEDIGREED BACKGROUND

The Pansy varieties carrying the name Harrold's as a prefix to the variety name are of Harrold origin and breeding. These varieties are backed by many years of pedigree line breeding, under specialized and experienced care. They are varieties, diversified enough in their characteristics to meet nearly all requirements, general and specific. We are confident that each variety in its type class is not surpassed if they are not absolutely the finest.

We base this belief upon constant garden tests of practically every known strain of Pansies at frequent intervals. While it is not advisable for us to have every variety of Pansy under culture in our test gardens every year, we do run almost continuous tests of all the most popular and valuable sorts; with the less used sorts being tested periodically. Test seeds are purchased on the open market in such a manner that we are assured of testing the regularly supplied strain in each case.

SEEDS NEVER STORED IN PACKETS

It is common practice with many seedsmen, to packet in paper envelopes long before shipment of seeds is required. This allows the completion of this work at odd moments during the off season; and from the seedsmans standpoint this practice is desirable. From yours, however, it is not always so practical. In the first place some seeds do not store well in tightly sealed paper packets for long periods.

Several years ago we ran tests on Pansy seeds and our conclusion was that they definitely lost viability faster when sealed in small paper packets; than when stored in large bulk until shipping date. Since that time we have made it a strict rule never to packet ANY SEEDS until the day shipment was to be made.

AN UNUSUAL PACKETING SYSTEM

This lead naturally to frequent germination tests of our seed stocks, to insure that seeds would meet our high germination standard when sent out. This practice has been followed for several years and we know that when seeds leave the warehouse here, they are capable of giving a good germination under proper growing conditions.

In order that fullest advantage could be taken of the care exercised in storing and testing, it was found necessary to originate some



Large acreage growing is essential for adequate variety and maintainance of quality and a reliable supply. This field of one HARROLD PEDIGREED variety shows the scope of our production. We grow by the acre.

system where by we could, at any date after shipment, determine definitely the lot and source of the seeds contained in every packet sent out. This was accomplished by the use of a serial number, affixed to the face of every packet of seed leaving our warehouse. This affords the facilities to back check, in case of complaint, to our records determining date of shipment, source of the seeds and germination under both laboratory and garden conditions.

We can not see how greater care can be taken to send out the very best in seeds; and it is probable that this is greater care than is usually exercised.

QUALITY GRADES

With HARROLD'S PEDIGREED STRAIN PANSIES, we have for several years followed an unusual procedure. Usually a grower offers a single commercial grade of his product and lets it go at that. In our breeding operations it is of course necessary for us to keep from a year to five years ahead of commercial growing. Our success in producing breeding stock, lead us several years ago to the first offering of what we term our Pedigreed Quality seeds.

HARROLD'S PEDIGREED QUALITY SEEDS

This grade is a super selection from our breeding department. It is easily a year ahead of our commercial growing operations and is grown by a process similar to our breeding stock to be used in our future commercial production. Cost of producing this seed is of course much higher than a standard commercial stock and quantity is very limited. We do not recommend this Pedigreed Quality seed except to the grower who wants the very finest stock available and where price is a secondary object. Under these conditions, this grade is to be recommended.

HARROLD'S STANDARD QUALITY SEEDS

This quality is our regular commercial production and about 98% of our crop is composed of this quality. It is the quality which most growers normally offer and is priced in compitition with other stock of similar quality. It is suitable for growing the finest plants for general use and will be found entirely satisfactory for this use. We suggest consideration of the Pedigreed Quality stock described above only in the most exacting conditions.

WHAT VARIETY SHOULD I USE?

Frequently this question is ask and its answer must be confined to the individual case and preference if a true and satisfactory answer is to be given. It would be much simpler if we could breed one variety that would be universal in application. Some growers claim to have accomplished this, but experience leads us to believe that they are far too optimistic. There so many factors involved, many of which are based upon personal and local conditions; even color sensitivity and

preference often is the deciding factor, that no single variety is going to please everyone.

It was upon the realization of this fact years ago that we set out to develop, modernize and diversify our Pansies; both HARROLD'S PEDIGREED BRED VARIETIES and the standard commercial group in our line. This has resulted in our stock being one of the most complete in America and probably the most modern as we have introduced more new Pansies from our gardens in the past 15 years than any other American grower. We feel certain that our line is so complete that we can logically and truthfully say that we can supply every Pansy requirement as nearly as any other source can. Possibly as completely as a combination of other sources.

Based upon our own seed and plant sales records our HARROLD'S PEDIGREED GIANT ART SHADES — HARROLD'S PEDIGREED GIANTS — and HARROLD'S PEDIGREED SWISS GIANTS are by far our most popular items in the line. These have built a tremendous following for themselves and we feel confident that you will find them worthy of trial, at least. Other varieties in the line are equally useful but not quite up to the standard set by these three. More complete recommendations on each variety will be found in the descriptive offerings of each in the catalogue section of this booklet. Whatever your Pansy needs, we believe we can fill them in the best possible manner and we solicit your patronage on the basis of quality and the completeness of material we have available.

SEPARATE COLOR PANSIES

As stated earlier in this article, the demand for Pansies is usually for mixed colors. There is, however, a modest demand for separate colors which many growers will find profitable to supply. This demand varies somewhat with flower styles as has been noted in the past. White Pansies seem to be coming into favor again, while a good yellow, blue and red in separate plantings of modest quantity is of value to most growers.

It should be remembered that separate color Pansies are seldom as large flowered as the best specimens in the same color class found in the best mixtures. The reason for this is genetic and comes about through the necessity to rogue a separate color sort much more rigidly than the mixtures. The result is that natural giants of unfixed type may be allowed to develop in the mixtures but because of the untrue nature of their progeny, must be eliminated from separate color sorts.

It is also for the same reason that separate color varieties do not come completely true to color. Generally 80% true is considered passing although the better strains usually will be truer than this. For this reason, if the grower is working out a color scheme, he should always be in a position to reset these off color plants unless it is possible to select and set blooming plants.

BETTER ORDER AT ONCE

It will be best to order your Pansy seed requirements at once, as the war has practically cut off any hope of imports this year. Demand for American grown seeds is running far ahead of a year ago and there is grave danger that there will be a shortage of this material before the season is over. Viola stocks are in about the same condition as well as quite a few perennial items. It is our hope that with heavier stocks, we won't have to disappoint on many items.

Cultural Suggestions

For the past several years we have published a rather complete treatise on Pansy culture. This year these are being completely rewritten in the light of recent developments and we are endeavoring to make this edition so complete that any of the commonly asked questions will find their answer in this little booklet. Of course the space limitation here does not permit elaborate discussion of these matters but all basic information is given. In the event that any unusual condition appears, we stand ready to offer any further information we can upon it and we feel certain that with a wide growing experience we can be of help in many ways..

In considering any data on Pansy culture it should be remembered that this should be treated as suggestions rather than definite cultural instructions. Pansies are no different than any other plant in that their culture is subject to so many variables that each grower has some problems that he must work out in his own way. If you have already perfected a reasonably satisfactory routine of Pansy culture, by all means do not discard it completely for something new. On the other hand a complete reading of these suggestions may point the way for moderate changes or adaptations of your own routine with better results than you are now obtaining. It is with this in mind that the following suggestions are given.

STRAIN SELECTION

This, of course, is quite important in that it is upon the basis of the strain used that you must depend for the ability to produce good Pansies. It should be remembered, however, that a good strain is only the beginning of successful Pansy growing and that the best strain can not take the place of good culture. The finest strain can be made appear like a very poor sort in conditions not suitable for good culture. Poor culture will not only give poor plants but in some cases will entirely upset color balance through loss of the finest plants. You must carry out your part to assure success.

Although not always, price is usually a good index to the quality of a strain. The reason for this is that the larger flowered a strain is or the more highly bred, the less seed it produces. Also the more the seed grower has invested in it from a breeding standpoint. This means that good Pansy seeds must be priced at a level which is in proportion to its production cost.

Another factor which enters into Pansy seed costs is its source. Imported stock can be sold more cheaply than American grown sorts. This is because of the same condition prevailing in other commodities—namely higher labor costs prevailing in this country. It will usually be found, however, that due to being acclimated, domestic strains are better suited to our market conditions and are just as cheap in the long run. Sometimes the type of market being supplied will dictate the price that it is advisable to pay for seeds, although, it is often poor economy to let low seed costs be the deciding factor in selecting a strain.

The reason for this is that good plants will sell well in almost any market condition and stock that is above average will usually sell at a profit when common material is a drug on the market.

I believe we may safely say that every grower and dealer is conscientious in the belief that they supply the best seeds available. We feel that way ourselves. In this assumption, however, we must point out that the scope of our stock selection is varied enough that what ever your need, you will find a variety in our line that will come very near to meeting that need.

We know that the strains offered here will give satisfactory results under proper conditions in spite of difficulties reported occasionally. It is unreasonable to believe that because one or two growers out of hundreds of growers experience trouble with a variety or lot that the fault is with the seeds. In such cases it is advisable to first examine the cultural care given and if we can be of any help in clearing up such a situation, please let us co-operate with you.

TIME TO PLANT

This is a factor that will vary somewhat with the locality and climate. The best Pansies in any locality, and the most profitable from the sales standpoint, is the ones that can be marketed early—when other flowers are scarce. In this the early development of several of the Harrold's Pedigreed Strain varieties is of a goodly advantage,

Generally speaking, growers in the northern States should plant in July and August, and transplant the seedlings into winter holding beds in time to become established before heavy ground freezes occur. Pansies will stand temperatures down to ten degrees above zero without protection of any kind and experience little danger of damage. If temperatures lower than this may be expected, they should be given a light mulch of brush, straw or marsh hay for protection. With a little protection they can easily be wintered in temperatures ranging many degrees below zero.



LARGE SIZE AND PROLIFIC FLOWERING HABIT
MAKES HARROLD'S PEDIGREED STRAIN PANS-
IES BOTH POPULAR AND VALUABLE.

In climates where the temperature seldom drops below twenty degrees above zero, there is no cause to consider winter protection. These locations where so mild a winter prevails are usually in the States that enjoy considerable winter sun and Pansies make an ideal winter flowering plant. Under these conditions it is possible to have nice Pansies in bloom throughout the entire winter. These plantings may be made during July, August and September.

It is suggested that where possible the grower should make at least two or three separate plantings to afford saleable stock at its prime over a more extended season. You will find it to pay well.

AMOUNT OF SEED REQUIRED

This is of course a question that must be approached with some understanding of the variables involved. In the first place the various varieties will vary somewhat in the size of seeds. This leads to a variation in the quantity of seeds planted in a given quantity and the range will vary from 20,000 to 28,000 seeds per ounce. The germination quality of all Harrold's Pedigreed strain seeds is the highest that we can maintain in each variety and they will give quite satisfactory results under proper planting conditions.

Here in our commercial plantings, in which we plant somewhere near 20 pounds of seeds annually, we usually average about 10,000 plants per ounce. It will be found safer, however, for the average grower to estimate his needs on a basis of 8,000 plants per ounce on Harrold's Pedigreed originations and 6,000 to 7,000 per ounce on the other varieties listed here. This suggestion is made in spite of the fact that many growers equal our own production figure and we ourselves—and frequently other growers report productions exceeding 15,000 plants per ounce. There is always a variable garden loss to be anticipated in almost all plantings and these figures should take adequate care of these variables in most cases.

The average production from a given quantity of seeds will be greater in moderate weather than at times when the temperature is high. Best germination will take place when temperature does not exceed 75 degrees and as heat raises from that point, loss of germination may occur. At least more careful attention will be required to assure good germination. It is possible, with care to obtain 8,000 plants per ounce when temperatures are running well above a hundred degrees. Full advantage should be taken to locate early plantings in the most favored place available. Keeping surrounding dry areas watered during the first 8 to 10 days after planting will make it much easier to keep the proper moisture level in your beds.

These recommendations on germination are based upon the material we list in this catalogue only. Seeds from other sources may give entirely different results, although we are satisfied that none will give better results under the same conditions. We have seen advertising claims for stock that would germinate 100%. Frankly we seldom run across such high germination even under controlled laboratory conditions; and when we do we usually re-run the test as such high results, even under controlled conditions are usually not true.

SOIL REQUIREMENTS

Pansies may be successfully grown in many different types of soil, although they prefer a soil with good humus content and of above average fertility. They must have a soil that is well drained. Pansy soil should be moderately on the acid side and a definite warning is given here NOT TO APPLY FRESH LIME TO PANSY BEDS. The last few years, since the small soil testing kits have become popular, we have had several very severe cases of lime burn brought to our attention. Growers running tests with these outfits find an acid soil and immediately start to rectify this condition when they may have grown Pansies successfully for years. This usually proves fatal.

The action of lime on Pansies is usually to give a fine but rather soft plant growth in the early fall. You'll probably find fall growth better than that of check beds. Limed stock will, however, give trouble in wintering. They will not prove as hardy and in severe cases an actual lime burn will result. This is usually indicated by the loss of the lower leaves and other leaves may show a brown and withered condition. Lime burn will be aggravated by wet soil conditions very much. If it seems to be desirable to apply lime to your soil grow some other crop on it one year before using it for Pansies. They don't seem badly affected the second year.

The soil we use is a sandy river loam and it is constantly rotated with green manure crops to keep the vegetable contents up. Other, tighter soils may be used but they do not offer the drainage and ease of working when wet. As far as growth is concerned, however, nearly any good garden soil can be used for Pansies if properly prepared.

PREPARING THE SEED BED

Soil in the seedling beds need not be as heavily fertilized as that in the transplanting beds, as the plants do not stay in them as long nor feed as heavily while there. They must, however, have sufficient fertility to produce a sturdy plant at transplanting age. Soil that holds moisture well but has good drainage is best adapted for seeding operations, as less danger from drying out during the germination period will be experienced.

A dressing of rotted cow manure may well be worked into the bed before planting and some bone meal added. The latter tends to produce a compact, sturdy plant that transplants well.

It is very essential that beds be worked deeply, say to about 8 inches. After spading and leveling, water the bed until the soil is completely moistened even deeper than it has been worked. This is necessary in order that as much moisture may be stored in the bed before seeding as possible, as the less watering needed after seeds are sown, the better results will be. It should be remembered that any dryness during the first 8 days after planting may prove fatal.

SOWING THE SEEDS

Some growers prefer to sow broadcast while others drill the seeds into rows. Where broadcasted the bed should be leveled by lightly tamping. Sow seeds and cover lightly with sifted peat moss. With this process it will probably be found necessary to use burlap or muslin as a covering for the bed.

In our own plantings we prefer to use drills, as it gives better germination and makes the plants easier to dig, weed and cultivate. Beds are first raked level and reasonably smooth. Then, using a pointed hoe, drills are laid crosswise of the bed. These are about 1½ inches deep and 3 inches wide at the top. This operation leaves the surface of the bed a series of corrugations. Seeds are sown in the bottom of these drills in a wide row so that the seeds are scattered over a strip an inch wide in the bottom of the drill. The granular condition of the surface on which the seeds fall, allows them to lodge

in between the soil particals. Now take Granulated Peat Moss, just as it is loosened from the bale; that is, after rubbing the lumps out. Lightly cover the bottom and sides of the drill with this. This covering should be no heavier than actually necessary to cover the surface—about $\frac{1}{16}$ inch. Water bed at this stage with a fine spray and do it well

Another advantage of this corrugation method of planting is that the seeds are deeper into the moisture level of the bed without being deep enough to prevent germination. This tends to make moisture conditions more favorable. The beds may be kept properly moist more easily and there is less danger of loss from excessive heat. This is because the higher block of soil on each side of the row acts as a reservoir and a heat insulator.

In severe heat it may be necessary to cover the beds to shut off the very bright sun, although we are finding this type of planting requires less shade than where the bed surface is left flat. This shade may be afforded by shading frames, building paper, muslin or burlap. It may be placed directly on the surface of the bed until plants are up; at which time it should be raised 8 or 10 inches above the surface. Season the plants to take full sunlight as soon as advisable.

Watch moisture closely during the first 7 to 10 days; or until germination has taken place. Any dryness at this period will prove absolutely fatal to the seeds and lack of adequate moisture for even a short time will greatly reduce germination. This does not mean, though, that beds must be kept soaked. The surface may appear dry but adequate moisture remain under the peat moss, around the seeds. It is here that examination should be made to determine when the beds need watering again.

Because of the difficulty experienced in maintaining moisture we do not recommend planting of Pansies in flats during the hot summer months. Nor, will Pansies give as good results when transplanted into flats as they will in outdoor beds. Flat growing may appear to offer some conveniences and sales advantages but if this type of stock must be supplied, we suggest putting them into the flats after reaching good market condition.

CAUSES OF FAILURES

Damping off may cause some trouble. This ordinarily may be handled by holding the beds on the dry side after seeds are up, and until the third or fourth leaf is out. Supply just enough water to keep the plants from injury. In severe cases Flowers of Sulphur, Semesan, or formaldehyde may be used with good results, usually.

Another common cause of loss is covering the seeds too deeply. Care should be taken on this point and as stated above, $\frac{1}{16}$ inch is proper. Crickets, slugs and some forms of beetles will both eat and carry the seeds off. In some instances they have been known to eat the plant after it was up. In some southern States we have had reports of a small worm that eats seedlings.

Mice are also very destructive. They will dig up the seeds and eat the kernel before they germinate. Usually they will remove the hull, and leave it so nearly whole that it is only on the closest examination that the destruction of the seeds will be noticed. Mice are especially fond of Pansy seeds, and many of the reports of poor germination not directly traceable to weather conditions at the time of sowing or other connected faults of care can be traced to this sort of damage.

TRANSPLANTING

It is at this point of Pansy culture that probably as many mistakes are made as at any other period. In order that the cause of such trouble may be brought to your attention, we offer the following few remarks.

Many growers, we have observed, try to complete this operation while the plants are too young. Seedlings should be large enough to withstand the setback of transplanting with as little loss as possible. We find that plants with from 6 to 12 leaves are best. Care should be taken in resetting that the plants are set to the same depth as in the seed bed. Shallow setting will cause a weak root stool and too deep a position will make a tall, illformed plant.

You will have to work out the spacing at which to transplant to meet your own needs. We use 8x8 inches here in open field transplanting. Closer setting, however, is often used with good results.

It is best to transplant in several lots over a period of time if possible. This will permit some spread of development, in a limited way somewhat like making several plantings. By doing so you obtain a better spread of sales stock.

SOIL FERTILITY

Because of the short root system developed by all Pansies, and the very heavy demand they make upon soil for food, it is absolutely essential that a good fertility level be supplied if really good plants and truly giant flowers are to be grown. Green manures and compost are the best Pansy fertilizers. They not only supply the food essentials but also improve the moisture retaining properties of the soil. Clovers, Cow Peas, or Soy Beans turned under make an excellent soil conditioner and grow some of the finest Pansies we have ever seen. Where space does not permit the use of cover crops, compost or granulated peat moss may be used to good advantage.

FERTILIZERS

Every locality is a soil and fertility problem in its self. For this reason we only outline practices that have been found successful in average conditions. They may give you an idea for trial that will help you to work out a better routine for your conditions.

Cow manure is undoubtedly the best for universal application. It should be as strong as possible but not too fresh. Rotted, it may be used very liberally. Sheep and Goat manure can be used with some soils while it is not good with others. In its use care should be taken not to suffer a nitrogen burn on the plants. Horse manure, if composted and allowed to rot, makes a good material for some soils. It is suggested in composting it that at least half good loam and plant fiber be used. Chicken and Rabbit manure should be used sparingly, if at all, until you determine how your soil reacts to its use.

In commercial fertilizers we prefer a 4-12-4 formula for working into the soil at planting time. It is preferable that it be one of the mixtures using peat, guano or some other non-lime filler. A little trouble has been experienced with gypsum filler. In soils of good humus content this formula will give a sturdy plant that winters well. A little bone meal may also be used with this fertilizer for the long range development. In spring we find that a little added nitrogen applied just as soon as the plants start new growth, improves the quality of the stock and flowers.

This application may be made by applying 1 pound of Sulphate of Ammonia to 150 sq. feet of bed. Broadcast on the beds during a rain or apply and sprinkle in. This will prevent danger of nitrogen burn. For forcing Pansies, various elements can be used. Blood meal or blood and bone meal are valuable for this work and tankage is sometimes used with good results.

INDOOR CULTURE

In recent years more and more interest has been shown in the growing of Pansies as an indoor crop for cut flowers. For this type of growing, see our offering of the two HARROLD'S PEDIGREED CUT FLOWER PANSIES elsewhere in this catalogue. In any attempt to produce this type of stock, a good and suitable strain is a necessary beginning. Sow the seeds in July or early August and transplant into frames at the proper stage of development. When the weather becomes cool in the fall or after Mums are gone these plants may be lifted with a large ball of soil and set indoors.

In growing any Pansies indoors, try and duplicate as nearly as you can the conditions out doors in early spring—when Pansies are at their finest. Deep loam soil, well fertilized is best. Handle this in about the same manner you would for outdoor culture. Pansies do not do as well in small greenhouses as the larger type of house. This is because of the difficulty usually experienced in maintaining a condition simulating outdoors in early spring. They must have a cool, moist atmosphere with plenty of ventilation when ever possible. Some growers seem able to succeed with them from the start, while others never seem to get the proper routine developed.

Success with any Pansy indoors is dependent upon a good strain, and growing conditions. A cool house temperature must be maintained, and ventilation should be good. Properly grown, Pansies for cut flowers may be grown that are 3 inches or more in diameter on stems that are from 12 to 14 inches long.

POT PANSIES

These are handled about the same as the outdoor stock, up to the time they are brought indoors. They should be outdoor grown in frames where they may be protected in severe weather until they begin showing buds. They may then be potted up or placed in boxes being brought indoors 2 to 4 weeks before they are wanted in flower. In mid-winter and under some other sub-normal conditions it will be best to allow the maximum time. In potting, disturb the roots as little as you can in order to avoid serious setback. Brought indoors and treated about the same as the cut flower stock mentioned above, they should make nice specimens. It is of course advisable to grade and select the best plants in a lot at potting time. If difficulty is experienced in supplying sufficient moisture after potting, plunge the pots level with the top in soil.

This stock should be sown early— July and August. If grown until late winter or early spring outdoors they should be protected from severe freezes. They make fine stock for early porch and window boxes, as well as urns as they give an abundance of flowers in this type of planting before it is safe to plant other flowers in them. Many of our customers use these to make two sales a year to fill these boxes.

WINTERING PANSIES OUT OF DOORS

It is definitely known that Pansies to be wintered outdoors should have a good start before heavy ground freezes come or they must be protected by glass frames. Seedlings should be of fair size—6 to 12 leaves— when transplanted and be in a firm condition of growth. It is absolutely essential that beds in which Pansies are to be wintered, have good drainage. In this situation, with the plants well established, no trouble in getting a perfect winter carry over should be experienced.

While glass frames in extremely cold climates are undoubtedly the best, they are by no means necessary for success. A loose mulch of small brush, or litter, that will stand up off the plants so as not to smother them is good; but the most satisfactory method we have found is to plant in cold frames and cover in severe weather with lath shading frames. These are just lath nailed to cleats, leaving an open space the width of a lath between each. On soils where texture of the soil is such that there is no danger of heaving, these will provide adequate protection.

Some growers use straw or marsh hay with excellent results and they are quite inexpensive. The principle function of any protection of this type is to prevent frequent and sudden changes to or from a frozen condition of the ground. The success of this system of protection is demonstrated by the fact that many of our Canadian customers use them with success.

While some varieties of Pansies are apparently somewhat more hardy than others, in that the foliage will withstand freezing, it is impossible to breed into this plant an immunity to damage by soil heave. This is purely a mechanical condition of the soil and will be found most damaging on tight textured soil. Unfortunately plants do not produce a good root system on these soils as compared to a lighter soil, and if you have to use such soil, better winter protection is the only answer to this trouble.

In the event of sustenance of damage by freeze, the affected plants will give very poor results. Plants will have a weak appearance and the flowers will never reach the normal giant size the variety usually produces. In severe cases, flower coloring will tend to break toward the yellow shades and these will become predominate. The finest, hybrid colors may be lost entirely and in such a case the stock may give the appearance of a very poor strain. Plants wintered with wet feet may show the same faults.

In warning of these conditions, no wish to build a fear of winter loss is intended. We simply want to point out conditions that can

occur, so you can guard against them; and if they do occur, so you will be able to recognize what has happened. Ordinarily, if reasonable precautions have been taken, no danger to your Pansies will exist except under conditions that will endanger Roses and shrubs.

MARKETING PANSIES

Several outlets are open to the commercial Pansy plant grower for the sale of his product. Early sown seedlings (July and August) usually find good sale as seedlings in the southern and extremely northern sections, where they are used as winter flowering stock in the south, and are wintered over for early spring sale in the north.

September and October seedlings find good sale in the early winter and spring to be used for spring flowering stock. Seeds may be sown in the greenhouse from December to March, for plants that are to be used for late spring sale. Sowings as late as February twentieth can easily make flowering plants by Memorial day.

Seedlings are usually sold by the hundred or thousand, when they have from four to twelve leaves. Packed bare root in Spagnum Moss; usually being wrapped 25 or 50 plants in a bunch—they may safely be shipped over a great distance. Transportation is low as they may be packed quite lightly. Prices for such stock usually ranges from \$3.50 to \$5.50 per 1,000; with some of the finest sorts bringing as much as \$10.00 per 1,000. These prices are usually quoted, f. o. b. the growers shipping point.

Transplanted plants are in demand at wholesale in the early fall, and from then on into the late spring. In fact there is little reason for having any loss in Pansy growing operations, as if seedlings don't move they may be transplanted. This opens another sales season for the grower and the transplanted stock is increased in value. There is no reason why a grower should have to take less than \$7.00 per 1,000 for transplanted stock at wholesale; and the range usually extends up to around \$20.00 per 1,000 for good varieties.

For shipment these plants are usually wrapped in moss, 12, 10, or even single plants to a bunch. They are packed light, and can be shipped a thousand miles easily, even in the warm spring months.

In retail channels, most sales are made while the plants are in flower; preferably while the plants have from one to five flowers on them. Many methods are used in supplying this trade, such as wrapping plants individually so that the customer may make up any color assortment desired, or they may be placed 3, 6, or 12 plants in little baskets made for the purpose. We prefer to sell right out of the growing beds, using our Pansy beds as an attraction to sell themselves as well as bringing people to the greenhouses for other stock. You will be surprised how many sales of other plants can be developed from a reputation of having the finest Pansies. A display bed of a few hundred or thousand plants is an unusual and economical advertisement and you'll be surprised at its effectiveness. A little publicity, often obtained free in your local paper with something new and different, will bring people to your establishment to see a nice Pansy display, and I'll venture few will leave without some and probably other plants as well. These plants will retail at from 25 cents to \$1.50 per dozen, and there is no reason for taking less than 50 cents a dozen for reasonably good plants. After all it is here that strain quality and good culture counts. Be sure of the strain quality by using **Harrold's Pedigreed Strain Seeds.**

ADDRESS ALL COMMUNICATIONS
AND MAKE REMITTANCE
PAYABLE TO

HARROLD'S

Box 29

Grants Pass

Oregon

HARROLD'S PEDIGREED STRAIN

Pansy Seeds

Of the 14 varieties which make up the Harrold's Pedigreed Strain line of Pansies, one is a perpetual novelty; three are special purpose sorts; three are separate color varieties that meet the demand in a majority of cases for this type of stock; and the remaining seven varieties are various types of mixed color strains that meet every requirement in type, coloring, quality, and seed price. Years of breeding work on these has placed and kept them at a very high quality level. And, from tests conducted each year in our test gardens, we believe that we may safely recommend them as being unsurpassed each in its respective type and price class.

For the grower who wishes other well known varieties in addition to, or in place of stock backed by the Harrold method of line breeding and pedigree; we suggest consideration of the seeds listed farther along in this catalogue. Size graded and viability tested, we believe them to be especially good values in these varieties.



A SPECIMEN, HARROLD'S PEDIGREED
POT PANSY IN 3½ INCH POT

HARROLD'S *Pedigreed Pot Pansies*

This is one of the outstanding and exclusive Harrold developments. It is, we believe, the first definite step toward the development of a Pansy suitable for culture as pot or box specimens. Under proper culture they will produce a short, compact plant that bears large well formed flowers. Flower size consistently developed is between 2½ & 3½ inches, and coloring is sufficiently varied to be of highest value for early spring pots and for use in porch boxes. Robust foliage, and early flowering habits make a combination best suiting these for this type of work. Many of our customers find these quite valuable.

Available in Pedigreed Quality seeds only, at \$1.50 per packet; or three packets for \$4.00. Packets contain about 1000 seeds.

(Page 14)

HARROLD'S

New Cut Flower Pansy

The Harrold's Pedigreed Strain Line was the first line of Pansies to include a variety expressly bred for cut flower work. Harrold's Pedigreed Cut-Flower Pansies as introduced in 1931 was then the only variety of this type and still is a sort that gives excellent results if conditions are to their liking. In introducing the Harrold's Pedigreed Cut-Flower Pansies 1940 TALL SELECTION we are not discontinuing the original strain but rather this new introduction increases the scope of our line of varieties.

OUR 1940 NOVELTY INTRODUCTION

HARROLD'S PEDIGREED CUT-FLOWER PANSIES

1940 TALL SELECTION

This strain is much taller growing than the original strain, producing plants that are three to four feet high under good conditions. This of course has added much to the length of the flower stems with the production of 12 inch stems commonplace. Stems are quite stiff and bear the flowers very nicely. Flowers are somewhat larger in average size, although the texture is no better than it is with the original strain. Coloring has been extended somewhat and the color blend has been bred for suitability to the needs of the cut flower trade. For this type of work these are the latest and most valuable strain now available.

This strain should be planted in June, July or August for winter flowering. Plants should be benched in the greenhouse after the weather starts to cool off in the fall. Set with 12 by 12 inch spacing and support same as for Carnations. A good crop of flowers should be produced from December well into the spring if the flowers are kept cut as they develop.

PEDIGREED QUALITY SEEDS ONLY: Packets containing about 750 seeds at \$2.00 each; 3 packets for \$5.00; 10 packets for \$15.00.

Our Original Strain

HARROLD'S PEDIGREED CUT-FLOWER PANSIES

This is the original cut flower type of Pansy as we introduced it in 1931 with the subsequent breeding improvements that have been developed in the strain through the years. We have had many fine reports on these and they have been most satisfactory with many of our growers.

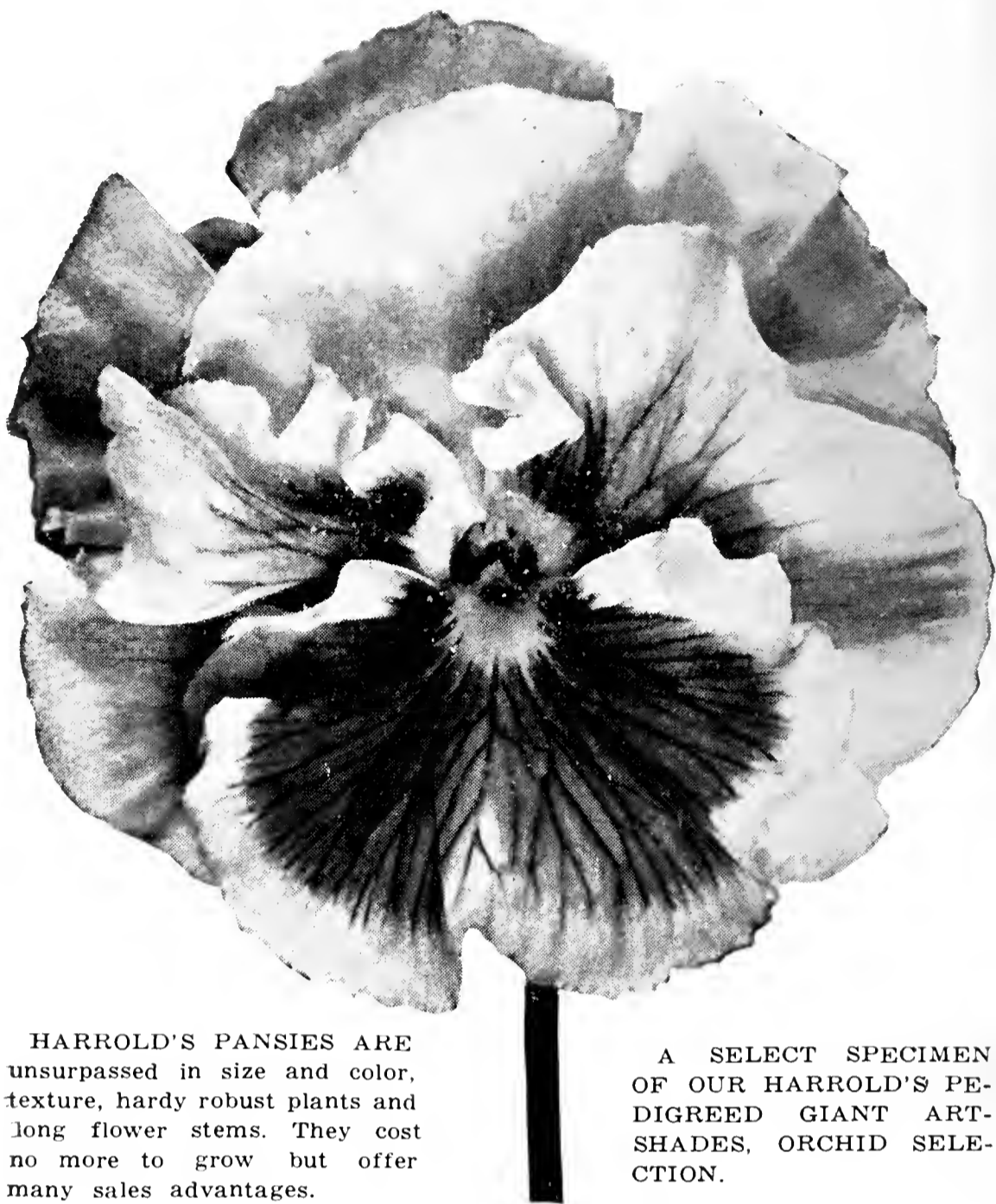
PEDIGREED QUALITY SEEDS ONLY: Packets containing about 1000 seeds \$1.25; 5 packets for \$5.00.

HARROLD'S

Pedigreed Novelties

This mixture is strictly surplus from our breeding and experimental work. It is from exceptional specimen plants of outstanding standard type, or strictly novelties which have not been incorporated into varieties in commercial production. Being mostly of hybrid origin, and from a widely diversified type selection, it is impossible to describe the many types, forms, and colorings found in this mixture. Recommended for the grower who wishes stock of advanced and unusual types.

PEDIGREED QUALITY SEEDS only are available in this lot. Price \$2.00 per packet, about 750 seeds. Owing to limitation of supply these should be ordered early.



HARROLD'S PANSIES ARE unsurpassed in size and color, texture, hardy robust plants and long flower stems. They cost no more to grow but offer many sales advantages.

A SELECT SPECIMEN OF OUR HARROLD'S PEDIGREED GIANT ART-SHADES, ORCHID SELECTION.

HARROLD'S PEDIGREED GIANT *Art-Shade Orchid Selection*

It has been only after many years of careful work with this Pansy that we have been enabled to offer it in its present developed form. Pansies of this type have been so instable in type and rather small size. To a considerable extent we have overcome these faults, although this variety is subject to more variation than other Harrold's Pedigreed Strain stock and for that reason as well as the limited supply of these seeds that are available, we do not recommend these as a main crop variety

As implied by the name, this stock is bred from the same blood lines as our Harrold's Pedigreed Giants and Pedigreed Giant Art-Shades. They are bred to a very close standard for habit and color range, as well as for the best possible size in this type of stock. Coloring is desirable because of the many delicate pastel shades of Orchid Laven-der, Light Blue, Orchid Brown and many other unusual pastel colors, This variety must have good culture for results that will show any way near its full value.

SEED PRICES

STANDARD QUALITY: Trade packet \$1.50; 1/8 oz., \$2.50.

PEDIGREED QUALITY: Packet of about 750 seeds, \$2.00.

A FREE SERVICE

This booklet is one of several that we publish and destribute free each year. If it is the first copy you have received, and you did not specifically request it your name is not on our regular mailing list If you wish to receive future editions as published, please let us hear from you. We want to place these in the hands of interested tradesmen and will gladly send them. No obligation, of course.



HARROLD'S PEDIGREED
GIANT ART - SHADES. The
finest combination of color,
flower size and plant habit in
the Exhibition group today.
Very popular.

HARROLD'S PEDIGREED GIANT *Art - Shades*

This variety has resulted from more than a third of a century of the most intensive breeding. It is bred from the same base stock as our **Harrold's Pedigreed Giants** and bears all of this varieties fine points. Notable is its compact plant habit and early development, giving plants that are ideal for the American market. The flower size is the very maximum that has been developed in the Exhibition group and will be found adequate for the most exacting needs if suitable culture is given during the growing period.

Flower form follows the usual Harrold type with flowers nearly round and of heavy texture. Unlike so many giant sorts, the flowers have heavy texture and stems which make them stand well in display.

The greatest departure in this sort is in the flower coloring. While this follows the Exhibition type of marking, the colors and color combinations are unique. Not only are many unusual colors produced but color combinations, especially in the art and pastel shades are an outstanding feature of this sort. As the color mixture is bright and lively, this is a very desirable sort for mass bedding while individual plants are so fine that they make excellent specimen plantings. In mixed colors we do not believe there is any finer Pansies available.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; 1/8 oz., \$2.00; 1/4 oz., \$4.00; 1/2 oz., \$7.75; 1 oz., \$15.00; 2 ozs., \$25.00; 3 ozs., \$31.00; 4 ozs., or more at the pound rate of \$140.00.

PEDIGREED QUALITY: \$2.00 per packet of about 750 seeds.



This group picture shows specimens from our Harrold's Pedigreed Giants. These are outstanding for their size, coloring and markings. Bowl in picture is 8 in., in diameter

HARROLD'S *Pedigreed Giants*

This Harrold origination was probably one of the finest breaks that a seed breeder ever had. Since we first introduced this variety it has won wide acceptance and popularity on its outstanding merits. With the exception of our Harrold's Pedigreed Giant Art - Shades, this is probably the most valuable Pansy for the professional grower. Of Exhibition type, its colors are bright and lively with many that are exclusive to this particular strain

The plant habit is distinctively robust and this, of course, is the basis of its ability to produce such large flowers. We have produced flowers 5 inches in diameter with this variety in our own gardens and many customers have reported flowers ranging upward to 4¾ inches. To attain this size, of course, culture must be favorable but the maximum size has been bred into this strain.

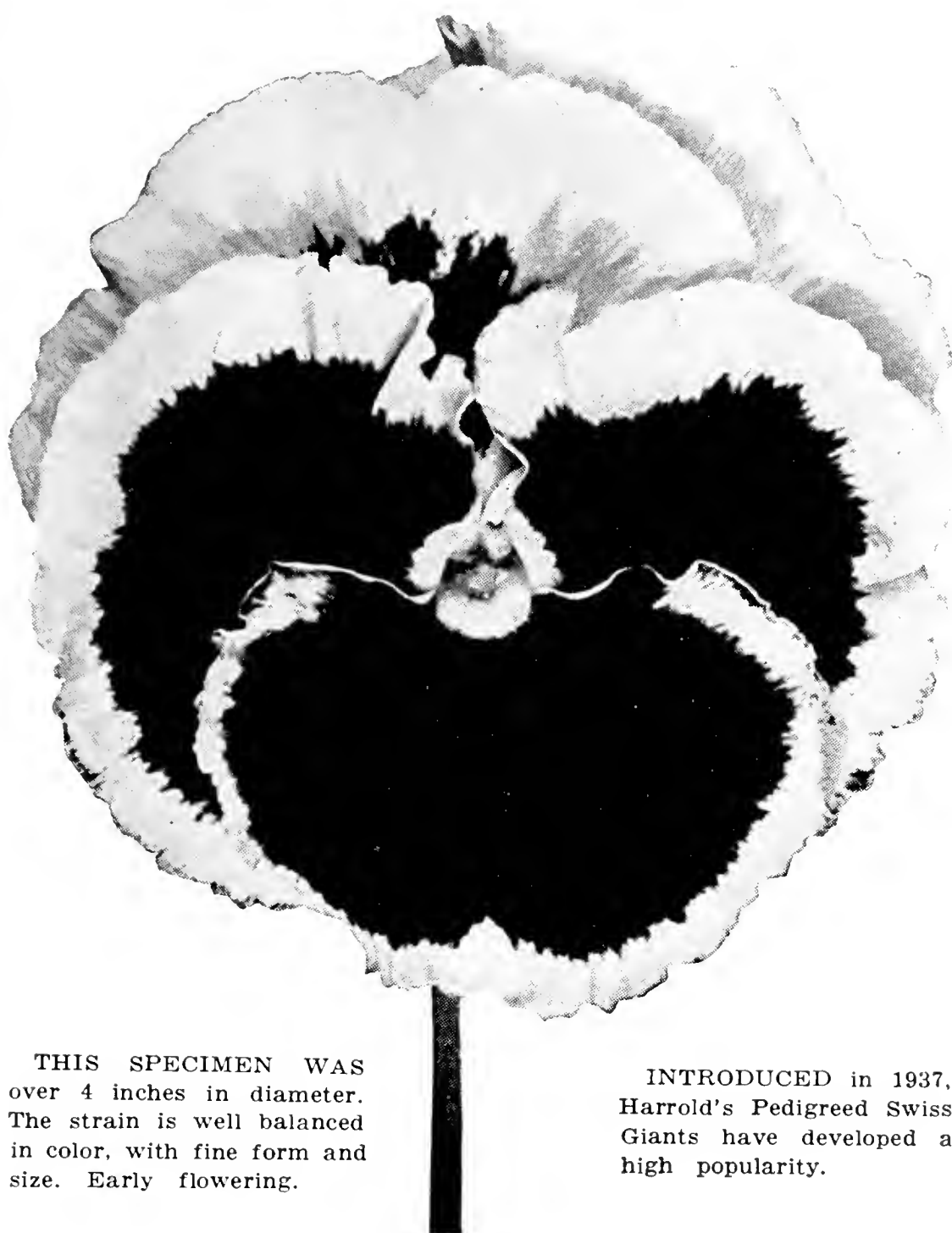
Early flowering and plant development makes this sort the first to become marketable of the many sorts we grow and with the heavy textured flowers, this stock sells readily throughout the season. Flower form is nearly round and stems are unusually long for so compact a plant growth — long enough for bouquets.

The color range is very bright and varied with over 450 colors and markings represented in the color mixture. An ideal subject for mass bedding with enough fine specimens to meet demand for individual selection. Don't overlook this one!

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; ⅛ oz., \$1.60; ¼ oz., \$3.00; ½ oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00; 3 ozs., \$24.50; 4 ozs., or more at the pound rate of \$112.00.

PEDIGREED QUALITY: Packet, 1,000 seeds, \$2.00; 3 for \$5.00.



THIS SPECIMEN WAS over 4 inches in diameter. The strain is well balanced in color, with fine form and size. Early flowering.

INTRODUCED in 1937, Harrold's Pedigreed Swiss Giants have developed a high popularity.

HARROLD'S *Pedigreed Swiss Giants*

We introduced this Harrold bred strain in 1937 and as we predicted upon introduction, it has proven to be a most popular sort — substantiating our opinion that it was a most valuable addition to the Harrold's Pedigreed Strain Line of stock and one of the finest of Pansies in this Fancy type of stock.

It is quite an improvement over the standard "Swiss" type strains, and is even more perfected than our own **Harrold's Improved Swiss** which has maintained such popularity for so many years. It is still earlier flowering than the last mentioned sort and is considerably improved in flower size, form and plant habit.

The color range has seen the continued improvement common with all Harrold bred seeds, and many new and distinct colors and markings have been developed in this variety. In the fancy type of Pansies we do not believe that there is any better stock available at this time. Nor, do we know of anything better that is likely to become available soon. Plant habit is somewhat more compact than that of the Exhibition types, however the flowers are born on stems of adequate length for cutting if culture is reasonably good, while with favorable culture seven inch stems can be produced.

The flower size excels anything we have seen in this class to date, with culture in our own gardens producing many flowers over four inches in diameter. In fact, flowers that well exceed four and a half inches have been produced by this strain. This variety has a high flower size bred into it, giving the basis for fine results when culture is to their liking.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$4.00; $\frac{1}{2}$ oz., \$7.75; 1 oz., \$15.00; 2 ozs., \$25.00; 3 ozs., \$31.00; 4 ozs., or more at the pound rate of \$140.00.

PEDIGREED QUALITY: \$2.00 per packet; about 750 seeds.



HARROLD'S IMPROVED SWISS. This Fancy strain is very desirable as a unit in a well rounded Pansy stock.

HARROLD'S *Improved Swiss*

This strain was introduced by us at about the same time as our Harrold's Pedigreed giants, and it was at that time one of the most highly developed "Swiss" types available. The difficulty we experienced with the "Swiss" types as they were first introduced from Europe, was that the flowering season was somewhat later than that of some of our best American varieties and the plant habit was not as robust as needed for best results in our climate. Also, there was considerable difficulty experienced in obtaining a strain in this group that was reasonably true to type. At the time of its introduction, these Harrold's Improved Swiss were the best obtainable.

This strain has a pleasing portion of flowers with three and five petals blotched. The earliness is quite satisfactory, and plant habit is above average in their adaptability to American growing conditions. The flower size is large, although not as large as that of the Harrold's Pedigreed Swiss Giants listed on the opposite page. Coloring follows the trend set by the original introduction of "Swiss" types but there has been a great many new colors added in this particular strain, brought about by our exclusive type of breeding. The color mixture is inclined to be a little on the dark side, although yellows, whites, and light blues balance this tendency to an admirable degree.

Where the cost of seeds is a major consideration, this sort is to be highly recommended, as it represents an excellent value at the prices quoted below. It is to be preferred to various "Swiss" strains offered in the standard group a little farther back in this catalogue.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$.85; ¼ oz., \$2.00; ½ oz., \$3.75; 1 oz., \$7.00; 2 ozs., \$13.00; 3 ozs., \$17.50; 4 ozs., and over at the pound rate of \$70.00.

PEDIGREED QUALITY: Packet \$1.50; 2 packets for \$4.00. About 1,000 seeds per packet.

HARROLD'S

All American Bedding Mixture

Bearing out the promise of its name, this sort is a mixture of the finest Pansies of all types available today. It is composed completely of American bred strains—80% of the seeds going into this mixture being Harrold originations. The other 20% of the seeds coming from our test gardens, where nearly every American type of value is grown. Without question this mixture offers the widest selection of color and type to be found in a single mixture today.

One outstanding feature of this strain, aside from its reasonable price, is that we have incorporated in it only types that give the most valuable plant growth. In compounding it we have used the same care to assure a good sturdy plant habit, large flower size, and early flowering habit that is used with all other material put out under the Harrold's name. While we do not recommend planting this single variety in place of a selection of the later introductions, the small grower with limited space will find it of value for production of plants to meet highly competitive conditions.

SEED PRICES

STANDARD QUALITY ONLY: Packet, 1,000 seeds, \$.90 1/8 oz., \$1.40; 1/4 oz., \$2.50; 1/2 oz., \$4.75; 1 oz., \$9.00; 2 ozs., \$16.00; 3 ozs., \$21.90; 4 ozs., or over at the rate of \$100.00 per pound.

HARROLD'S

Oregon Miracle Mixed

The lowest priced variety in the Harrold Original line. This has been a leader in the low priced field for many years and is to be recommended where the grower is considering cheap or intermediate priced strains as it offers HARROLD'S PEDIGREED STRAIN BREEDING at a price directly competitive with medium priced stock that is less closely bred.

An ideal variety for use as a price leader or in a market where low priced stock is wanted. It is not recommended, however, for use in competition with our more recent introductions in a market where the best quality is of prime importance. We believe this variety will compare favorably with many that cost considerably more.

The color blend of these is very complete and plant habit is very good. Flowers do not gain quite the maximum size possible with the more recently developed strains but size is very good; producing many flowers 3 inches and more in diameter. Even a few flowers may exceed 4 inches if culture is favorable. Blending Exhibition and the Fancy types, the varied selection of this strain is remarkable in a stock so reasonably priced

SEED PRICES

STANDARD QUALITY ONLY: Packet, 1,000 seeds, \$.85; 1/4 oz., \$1.50; 1/2 oz., \$2.75; 1 oz., \$5.00; 2 ozs., \$9.50; 3 ozs., \$13.50; 4 ozs., and over at the pound rate of \$60.00.

Good Pansies, reasonably priced always find sales when
poor stock can not be moved at any price

Separate Color Pansies

The following three varieties are the most popular separate colored Harrold originations. These are the largest flowering in these color classes and are to be highly recommended. As stated in the cultural section of this booklet, too many separate color plants should not be planted as average demand for this type of stock seldom amounts to more than about 5% of the total sales. A few, however, are always valuable stock in most markets. It should again be stated that separate color Pansies will show some plants that will not be true.

HARROLD'S *Azure Giants*

This early flowering giant Pansy is the largest flowered of the brilliant blues. This deep glowing blue is a shade lighter than absolute azure, yet deeper than wedgewood blue. The color is so deep, it is almost dazzling. The three lower petals are marked with a well defined dark blotch making them still more attractive. Good plant form, that is above average in hardiness; yet, which withstands heat well makes this variety suitable for growing in any locality where Pansies may be grown. Ideal for planting in parks or formal gardens.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; $\frac{1}{8}$ oz., \$1.60; $\frac{1}{4}$ oz., \$3.00; $\frac{1}{2}$ oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00.

PEDIGREED QUALITY: \$1.50 per packet, about 1,000 seeds.

HARROLD'S *Golden Giants*

Introduced as a companion to the other two colors listed here, these have received wide acceptance by the trade. This variety fills the need for a good brilliant yellow and the intense, golden ground of these flowers is quite brilliant. Flowers have a large center blotch which appears on three, and sometimes on all five flower petals. A habit of flowering early, freely and over a long period makes this sort very desirable. The flowers are large for this type of stock, with good heavy texture; almost round in form. Plant habit is compact and sturdy, and they are very hardy.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; $\frac{1}{8}$ oz., \$1.60; $\frac{1}{4}$ oz., \$3.00; $\frac{1}{2}$ oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00.

PEDIGREED QUALITY: \$1.50 per packet, about 1,000 seeds.

HARROLD'S *Ruby Giants*

While this variety is not restricted to a single shade of red, it derives its name from the many deep ruby colored flowers produced. Part of the flowers, however, are the beautiful red bronze, orange, wine, maroon, and salmon shades that are so greatly in demand. We have endeavored to give a selection here that would meet the best part of the demand experienced for red Pansies. Nearly all have a nice center blotch. Our experience with these leads us to believe that they are a little less hardy than other varieties in the Harrold line, although customers report excellent wintering in the Canadian Provinces. The value of their coloring, however, makes it well worth while to give them a little special care.

SEED PRICES

STANDARD QUALITY: Packet, 1,000 seeds, \$1.00; $\frac{1}{8}$ oz., \$1.60; $\frac{1}{4}$ oz., \$3.00; $\frac{1}{2}$ oz., \$5.75; 1 oz., \$11.00; 2 ozs., \$20.00.

PEDIGREED QUALITY: \$1.50 per packet, about 1,000 seeds.



These plants are quite typical of our open field grown Pansy plants. Years of experience and possibly one of the most favorable growing conditions, makes our plants unsurpassed, and they offer you the ultimate in value.

HARROLD'S ORIGINAL *Pedigreed Pansy Plants*

Each year we grow and ship hundreds of thousands of the finest Pansy plants. Not only are these the finest obtainable in strain quality but the plants themselves are the finest our years of experience has taught us to produce. Our shipping season on these is as follows, with safe delivery being possible under this schedule.

The shipping season west of Denver Colorado starts October first; ends April twentieth. West of Chicago starts October fifteenth, ends April tenth. From November first until March twentieth, we are able to obtain good delivery into any state in the United States.

We have a mild enough winter here that it is possible to ship plants throughout the entire winter with but short interruptions. From the standpoint of best culture, however, we suggest that you let us supply your needs as early in the fall as possible. Plants will be lighter in weight, therefore transportation will be less, and they will make better spring sales stock if they are set into your beds in the fall rather than waiting until spring.

PLANTS FROM SEEDLING BEDS

VARIETY	Price per 100	1000	3000
HARROLD'S PEDIGREED NOVELTIES.	\$2.00	\$.....	\$.....
HARROLD'S PEDIGREED POT PANSIES.	1.50	12.00
HARROLD'S PEDIGREED CUT-FLOWER			
PANSIES. 1940 Tall Selection.	2.25	20.00
ORIGINAL, Cut Flower Strain.	1.50	12.00
HARROLD'S PEDIGREED SWISS GIANTS:	1.25	6.00	16.00
HARROLD'S PEDIGREED GIANT ART-SHADES.	1.25	6.00	16.00
HARROLD'S PEDIGREED GIANTS. Our most popular mixed color variety.	1.00	4.75	12.00
HARROLD'S ALL-AMERICAN BEDDING MXD.80	4.50	12.00
HARROLD'S IMPROVED SWISS:80	4.50	12.00
HARROLD'S OREGON MIRACLE MIXED.70	4.00	10.00
HARROLD'S AZURE GIANTS. Finest dark blue with dark center.	1.00	6.00
HARROLD'S RUBY GIANTS. The best red shades found in Pansies.	1.00	6.00
HARROLD'S GOLDEN GIANTS. Golden yellow with center blotch.	1.00	6.00

250 OF A VARIETY AT THE 1000 RATE.

Less than 250 of an item takes the 100 price regardless of the quantity of the order. In general this rule applies in all cases.

NOT LESS THAN 50 OF A VARIETY SOLD.

General Domestic List Of *Standard Pansy Seeds*

This group is composed of strains and varieties that have been bred or originated by other growers both in America and Europe, and many of them are used quite extensively by the American trade. The seeds offered here are Harrold grown in part, while some sorts come to us from other reliable growers—in some cases their originator. As nearly as possible they are American grown seeds and for that reason they will be found to be well acclimated to our growing conditions. Where it is necessary to import, the greatest care is taken in selecting the grower and strain.

WELL KNOWN MIXTURES


VARIETY	1000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
AMERICA. (Bodger) Florist strain of light colors.	\$.50	\$1.00	\$1.80	\$3.00	\$6.00
EARLY PANSY AMERICA. Similar to the above but with more dark shades and a little earlier.50	1.00	2.00	4.00	7.50
BUGNOT'S GIANT BLOTCHED. An old standby.2560	1.10	2.00
DWARF SWISS MIXED. Low growing strain.50	1.00	1.80	3.00	6.00
ENGLEMANN'S SPECIAL. (Originators) Scottish show type. ..	.50	1.60	3.00	5.75	11.00
(First generation seeds)50	1.00	1.75	3.00	5.50
ENGLEMANN'S GIANTS. (Originators) Dark & light shades.50	1.60	3.00	5.75	11.00
(First generation seeds)50	1.00	1.75	3.00	5.50
ENGLISH FACE PANSIES.1525	.40	.80
GENEVA GIANTS. Selected strain of "Swiss". Sometimes listed as Italian Giants.75	1.50	2.75	5.00	10.00
GIANTS OF CALIFORNIA. A mixture of all types of giants.50	.85	1.50	2.75	5.00
IMPROVED SWISS. Select strain of fancy bright colors.50	.75	1.50	2.75	5.00
JUMBO MIXED. (Steele) Harrold grown, first generation from the original strain.50	1.60	3.00	5.75	11.00
MASTERPIECE. A frilled and ruffled sort that, while not as large as other types, it is quite popular.3575	1.35	2.50
MATCHLESS. A sort used quite a bit in the Mich. district.50	1.00	1.80	3.25	6.00
MAPLE LEAF GIANTS. A robust compact plant. Strain deficient in color and inclined to illformed flowers though large ones. ..	.50	1.00	1.80	3.00	6.00
OREGON GIANTS Good substance and color range. Show type.50	.85	1.50	2.75	5.00
PARISIAN MARKET. Blotched.2035	.70	1.25
ROGLI FINE MIXD. Swiss giant50	.85	1.50	2.75	5.00
SUPER-SWISS MIXED. Select.50	1.00	1.75	3.50	6.75
SUPER-MAPLE LEAF GIANTS. Reselected from original strain.50	1.20	2.25	4.00	8.00
TRIMARDEAU GIANT MIXED. An old time bedding mixture. ..	.1530	.50	.90
THIUMPH OF THE GIANTS. Of German origin. Dark colors.3590	1.60	3.00
WINTER DON; A tall growing, winter cut flower type producing flowers on long stems.	1.00	1.75	3.00
400 MIXED. A re-selected Swiss strain of American breeding. ..	.50	1.00	2.00	3.75	7.00

SEPARATE COLORS

VARIETY	1000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
BUGNOT'S RAMBRANDT. Vivid bronze orange.50	.85	1.50	2.75	5.00
CORONATION GOLD. New pure yellow.50	.80	1.60	2.60	5.00
GIANT ADONIS. Light blue.2540	.80	1.40
GIANT LORD BEACONSFIELD... Deep purple, light upper petals.2540	.80	1.40
GIANT KING OF THE BLACKS.2540	.80	1.40

(SEPARATE COLOR LIST CONTINUED ON THE NEXT PAGE)

(STANDARD SEPARATE COLORS Continued)

 VARIETY	1000 seeds	1/8-oz.	1/4-oz.	1/2-oz.	1-oz.
GIANT EMPEROR WILLIAM. Rich metallic blue.2540	.80	1.40
GIANT MADAME PERRET. Fine rose and red shades.2540	.80	1.40
GIANT PRINCE BISMARCK. Bronze.2540	.80	1.40
GIANT PRINCE HENRY. Rich.... dark blue.2540	.80	1.40
GIANT PURE WHITE. Good med- ium sized pure white.2540	.80	1.40
GIANT PURPLE. L'ge purple self.2540	.80	1.40
GIANT WHITE: Blotched center.2540	.80	1.40
SWISS ALPENGLOW. Red shades.50	.85	1.75	3.00	6.00
SWISS BERNAL. Violet blue.50	.85	1.40	2.60	5.00
SWISS FIRE BEACON: Wallflow- er red touched with orange. Quite striking.50	1.25	2.25	4.25	8.00
SWISS MONT BLANC. White with blotched center.	1.00	1.60	2.75	5.25	10.00
SWISS LAKE OF THUN. Ulswat- er or Thuner Sea blue.50	.85	1.75	3.00	6.00
SWISS LUNA. Sulphur yellow.	1.00	1.60	2.75	5.25	10.00
SWISS RHEINGOLD. Blotched deep yellow.50	.85	1.75	3.00	6.00
SWISS PURE WHITE. The best pure white.50	1.00	1.75	3.25	6.50
SWISS YELLOW MASTER. Med- ium sized pure yellow.50	.85	1.75	3.00	6.00


For the price per pound, multiply the one ounce price by ten. We will supply four ounces or more at the pound rate. This formula is applied to the standard Pansy seed group only.

(Seeds will be supplied only in the quantity units listed.)


HARROLD'S *Viola Seeds*

After careful trials and selection the following collection of Violas has been assembled from the most reliable sources. We recommend their use in moderate quantities as a companion line to your Pansy sales as they are easily grown and prices are often more profitable than Pansies in some localities. Where they are not already in demand they are often easily introduced in the course of two or three seasons and once introduced into a market the demand usually increases from year to year.

THE GEM GROUP

 VARIETY	Price per 1000 seeds	1/8-oz.	1/2-oz	1-oz.
JERSEY GEM: Compact violet blue.	\$1.00	\$2.00	\$6.50	\$12.00
LAVENDER GEM: Brilliant lavender blue.	1.00	2.20	7.50	15.00
ROSE GEM: Deep rose.	1.00	2.20	7.50	15.00
YELLOW GEM: Pure golden yellow.	1.00	2.20	7.50	15.00
WHITE GEM: Finest white.	1.00	2.20	7.50	15.00
GEM VARIETIES MIXED:	1.00	2.00	6.50	12.00

STANDARD VIOLA CORNUTA GROUP

 VARIETY	Price per 1000 seeds	1/8-oz.	1/2-oz	1-oz.
ADMIRATION: Large dark blue.	\$.35	\$	\$1.00	\$1.70
APRICOT: Apricot yellow tinged orange.40	.60	1.80	3.50
ARKWRIGHT RUBY: Ruby red dark center.50	1.00	3.00	6.00
BLUE PERFECTION: Large purple blue.3590	1.80
CHANTREYLAND: Pure apricot.50	.90	2.50	5.00
GUSTAV WERMIG: Violet blue.50	1.00	3.00	6.00
LUTEA SPLENDENS: Golden yellow.3595	1.80
PAPILIO DEEP VIOLET:35	1.00	2.00
PAPILIO LIGHT BLUE:3590	1.75
PUCK: 2 top petals purple, bottom yellow.35	1.35	2.25
PRIMROSE DAME: Primrose.35	1.50	2.75
IMPROVED SCOTCH BEDDING MIXTURE: Newest bedding hybrids of many colors.50	1.75	3.00
WHITE PERFECTION: Large flowered. ..	.3590	1.75

Florist Cut Flower Strain *Snapdragon Seeds*

Seed count 200,000 per ounce. Germination 8 to 12 days.

Plant about $\frac{1}{64}$ ounce for each 1,000 plants wanted.

PLANT THESE: In late May or June for December flowering; late June and July and on through August for later flowering seasons. They will be ready to bench about 7 to 9 weeks after seeds are sown. Plants should be pinched at terminal after forming 3 or 4 sets of leaves. Snapdragons are one of the most satisfactory winter crops.

OUR TRADE PACKETS

We packet all our Snapdragon seeds in generous trade packets that contain $\frac{1}{64}$ ounce, or about 2300 seeds. Prices are identical for all varieties so that any assortment of varieties may be obtained at the quantity price quoted as follows in trade packets.

UNIFORM PRICES ON ALL VARIETIES

1 packet \$.75

5 packets \$3.00

3 packets \$2.00


10 packets \$5.50

SPECIAL FLORIST ASSORTMENT \$1.00

We offer these assortments as a convenience to our many patrons whose requirements are insufficient to justify planting a full trade packet of the several varieties they may desire. Each of these assortments contains $\frac{1}{4}$ trade packets each of any 4 varieties you wish to select from the following list. Sold in complete assortments of 4 quarter packets only. Approximately 2,000 seeds per assortment.

VARIETY AND QUANTITY PRICE LIST


The following list gives all the varieties we supply in trade packets as well as quoting prices on weight quantities larger than packets for those growers who use these seeds in considerable quantity.

 VARIETY	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.
AFTERGLOW: The most popular early bronze.	\$1.50	\$4.00
ALICE SUNSHINE: Free flowering yellow.	1.50	4.00
BERTHA BAUR: Wonderful lavender or orchid.	1.50	4.00
CAPTOR: A very fine newer white.	3.00
CELESTIAL: A fine yellow of recent introduction.	3.00
CEYLON COURT: Finest early canary yellow.	1.25	3.00
CEYLON COURT — DARK: Darker selection of above. ..	3.00
CHEVIOT MAID: Fine early pink.	1.25	3.00
CHEVIOT MAID SUPREME: Darker pink than above.	1.50	4.00
CHEVIOT MAID — Yoder Strain: A shade lighter.	1.50	4.00
CHEVIOT MAID YELLOW: Popular early yellow.	3.00
COATES' YELLOW PERFECTION: Deep mid-season.	1.50	4.00
DAYBREAK: Vigorous Briarcliffe Rose pink.	3.00
GENEVA PINK: Medium early, rich rose pink.	1.50	4.00
GLORIOUS: NEW. Reddish copper, yellow lip.	3.00
GOLDEN PINK QUEEN: Color as named.	1.25	3.00
HAPPINESS: Long stemmed rose pink. Keeps well cut. ..	1.50	4.00
HARROLD'S RED: Deep wine red. Early.	1.50	4.00
JENNIE SCHNEIDER: Columbia Rose pink.	1.25	3.00
KIRKWOOD BEAUTY: Glowing bronze.	2.00	5.00
KIRKWOOD BRONZE: NEW early orange buti.	3.00	5.00
LAURA: Early deep rose. Not very tall.	1.25	3.00
LAURENE HARROLD: Sunset tints of pink and gold.	1.50	4.00
LUCKY STRIKE: Very fine pure white.	1.50	4.00
MISS. WOOSTER: NEW. Early dark bronze.	3.00
NEW CINCINNATI: Very fine light rose.	1.50	4.00
NEW DAWN: Fine quality golden orange.	3.00
NEW DEAL: NEW. Very early golden bronze.	3.00
NEWPORT GOLDEN: Variable, lemon to golden yellow.	1.50	4.00
ORLANDO: An old favorite medium early bronze.	1.25	3.00
ROMAN GOLD: Early gold, shaded apricot rose.	1.25	3.00
ROSE QUEEN: (Witterstaeter) Large rose.	1.50	4.00

SEE NEXT PAGE FOR REST OF SNAPDRAGONS


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FLORIST SNAPDRAGONS Continued

 VARIETY	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.
SONNY: Very nice light pink.	1.50	4.00
SUNBURST IMPROVED: Color of the Sunburst Rose. ...	1.50	4.00
SUN TAN: Extra early orange tan.	1.50	4.00
TERRY'S SURPRISE: Rich rose shaded orange.	2.00	5.00
VELVET BEAUTY: Rich American Beauty red.	1.50	4.00
WELCOME: New brilliant crimson, dark foliage.	1.50	4.00
WESTOVER FRINGED WHITE: NEW. Finely fringed. ..	3.50
WHITE CHEVIOT MAID: Excellent commercial white.	2.00	5.00
WHITE ROCK: An old standard white. Still good.	1.25	3.00
WINTER HELEN: Improved early Helen. Buff.	1.50	4.00
WINTER KING: Fine, free flowering pink.	1.50	4.00
FLORIST BLEND: Made to formula from above sorts.	1.25	3.00


Rust Resistant SUPER MAJESTIC

Plants 16" to 20" high. We like these for outdoor bedding for their fine, close placed flower heads on plants low enough that support is not necessary even in windy locations. Highly recommended for spring bedding plant sales or summer cut flowers.

 VARIETY	Price per $\frac{1}{32}$ oz.	$\frac{1}{16}$ oz.	$\frac{1}{4}$ oz.	1 oz.
AUTUMN GLOW: Old rose, suffused amber. \$.25	.45	\$1.20	\$3.90
DAINTY: Delicate soft pink. Fine cut.25	.45	1.20	3.90
HARMONY SHADES: Terra cotta yellow.25	.45	1.20	3.90
MAIDEN'S BLUSH: Blush pink.25	.45	1.20	3.90
ORANGE SHADES: Rose overlayed orange.25	.45	1.20	3.90
RED SHADES: Crimson, Garnet and Ruby. ..	.25	.45	1.20	3.90
ROSE SENSATION: Rich rose pink. Very fine	.25	.45	1.20	3.90
ROSE SHADES: Rich Begonia rose, variable.25	.45	1.20	3.90
SHELL PINK: An excellent shade.25	.45	1.20	3.90
SUPERB MIXED: All the above colors.25	.45	1.20	3.90

MAXIMUM SUPER GIANTS (34" high) RUST RESISTANT


This is the tallest growing group of Snapdragons. Florets are very large and flower stems are long and willowy.

 VARIETY	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
ALASKA: Very large pure white.	\$.25	\$.50	\$2.00
CAMPFIRE: Luminous scarlet. Very showy.25	.50	2.00
COPPER KING: Bright, burnished copper.35	.70	2.80
CRIMSON: Fiery crimson shades.25	.50	2.00
DAFFODIL: A good intense yellow.30	.60	2.40
INDIAN SUMMER: Coppery orange scarlet.35	.70	2.80
LOVELINESS: Soft rose pink. Fine cut.30	.70	2.80
MANDARIN YELLOW: Clear deep yellow.40	.75	3.00
PINK SENSATION: Pure glowing pink.30	.60	2.40
SALMON PINK SHADES: As named.30	.60	2.40
SWING TIME: Brilliant rose pink.40	.75	3.00
YELLOW GIANT: Extremely large deep yellow.30	.60	2.40
SUPER - GIANT MIXED: All colors.25	.50	2.00

MAJUS GRANDIFLORUM (28" high)

RUST RESISTANT

This group affords excellent stock for outdoor culture with long stems and fine flower heads. Should be staked in windy locations.

 VARIETY	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
BUTTERCUP: Light canary yellow.	\$.25	\$.50	\$1.85
DAINTINESS: Rose pink, white tube.30	.60	2.00
OPAL QUEEN: Fine delicate pink.25	.50	1.90
ORANGE SUNSET: Deep to light orange.30	.60	2.00
PINKIE: Very fine clear pink.25	.50	1.90
SCARLET DEFIANCE: Excellent scarlet.25	.50	1.90
SHASTA: One of the best pure whites.25	.50	1.90
TERRA COTTA PINK: Buff pink as named.25	.50	1.90
TORCHLIGHT: Garnet, suffused with orange.25	.50	1.90
YELLOW JACKET: A fine deep yellow.30	.60	2.00
SUMMER CUT FLOWER MIXED: Excellent blend	.25	.50	1.85
U. of C. DeLuxe MIXED: The original rust-proof mixture that introduced this stock.25	.40	1.50

(Seeds will be supplied only in the quantity units listed.)

Annual Larkspur Seeds

Seed count 9,000 per ounce. Germination period 20 days.
Germination range 60% to 70% in laboratory. Sow freely.

COCKADE TYPES

An improved base branching group with longer flower stems and closer floret placement. Excellent for cutting indoors or out. Our seed are all originator's (Macdonald) grown.

VARIETY	Price per ¼ oz.	1 oz.	1 lb.
BLUE COCKADE: Rich lilac blue.	\$.30	\$1.00	\$10.00
CINABAR COCKADE: Brilliant rose red.30	1.00	10.00
ROSE COCKADE: Salmon rose.30	1.00	10.00
SAPPHIRE COCKADE: Deep lilac.30	1.00	10.00
VIOLET COCKADE: Rich violet purple.30	1.00	10.00
WHITE COCKADE: Pure white.30	1.00	10.00
COCKADE SUPERB MIXED: Very fine.25	.95	9.00

GIANT IMPERIAL (Base Branching)

The fine, standard base branching group so much used for cut flowers both indoors and out. Highly recommended.

BLUE BELL: Clear light blue.	LILAC QUEEN: Lilac lavender.
BLUE SPIRE: Deep oxford blue.	LILAC SPIRE: True lilac.
CARMINE KING: Rosy carmine.	LOS ANGELES: Salmon rose.
CORAL KING: Light coral.	Miss. CALIFORNIA: Salmon pink.
DAINTINESS: Delicate lavender.	PEACH BLOSSOM: Light pink.
EXQUISITE PINK: Soft pink.	SWEET LAVENDER: True lvn'der
EXQUISITE ROSE: Rose pink.	WHITE KING: Early pure white.
GLORIA: Deep rose.	WHITE SPIRE: Standard white.
FLORIST FINE BLEND: Best formula mixture.	

PRICE OF ANY OF THE ABOVE

Per ¼ ounce \$.25; per ounce, \$.75; per pound, \$7.00.

On all Larkspur varieties listed above we will supply ½ ounce at the ounce rate; or 4 ounces of a variety at the pound rate.

TALL DOUBLE STOCK FLOWERED

We are closing out and discontinuing this group as we feel the above varieties are better suited to the florists needs.

Offered in mixture only, while our present stocks last at \$.10 per ¼ ounce; \$.25 per ounce; \$2.50 per pound.

Cineraria Seeds

HOWARD & SMITH'S CALIFORNIA SUPER - GIANTS

— Hybrida Grandiflora Nana —

An outstanding strain of Cineraria hybrida grandiflora nana which produces free flowering plants 12 to 16 inches high. The huge flowers measure from 4 to 6 inches across with single petals 1 to 1½ inches wide. The most outstanding thing about this plant is its basal branching habit and the huge flowers which are in the form of a huge flat topped cluster. Colors are especially brilliant and magnificent.

COLORS

Originators seeds in original packets.

BLUE SHADES— Sky blue to ultra-marine, some with white zones.

CRIMSON AND CARMINE SHADES— Very bright and rich.

SALMON SHADES— Delicate tints from light salmon to deep pink.

SUPERB BLEND— All the above shades along with many others not available seperately, blended in a well balanced mixture.

SEED PRICES: Trade Packet—about 500 seeds, \$1.00; ¼ oz., \$2.00; ½ oz., \$4.00; ¾ oz., \$7.50; 1 oz., \$20.00.

OTHER WELL KNOWN VARIETIES

VARIETY	Price per 1000 seeds	¼ oz.	½ oz.	1 oz.
CRAMER PRIZE STRAIN: The most popular florist strain. Excellent habit.....	\$1.00	\$2.00	\$3.75	\$7.00
GRANDIFLORA Semi-Dwarf: Fine mixed.	.50	1.00	2.00	4.00
MULTIFLORA Nana Hybrida. Fine mixed.	.50	1.00	2.00	4.00


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Calendula Seeds

Seed count, 3,000 per ounce. Germination period 5 to 10 days
Germination range laboratory test 70% to 85%. Easily grown


GREENHOUSE VARIETIES

This group is used extensively for growing cut flowers indoors, although they make a nice showing in outside culture as well. Our stock is of the very best quality, coming from a large specialist.

 VARIETY	Price per	1/4 oz.	1 oz.	4 ozs.
BALL APRICOT: Apricot yellow, dark center.	\$.25	\$.75	\$2.25	
BALL GOLD: Large deep golden yellow.25	.75	2.25	
BALL LEMON QUEEN: Lighter golden yellow.25	.75	2.25	
BALL LONG ORANGE: Extra long stemmed orange.25	.75	2.25	
BALL MASTERPIECE: Rich deep orange.25	.75	2.25	
BALL ORANGE IMPROVED: The popular orange.25	.75	2.25	
BALL SUPREME: Cadmium orange.25	.75	2.25	
BALL WHITE: Cream with dark center.25	.75	2.25	
BALL BLEND CUT FLOWER MIXED:25	.75	2.25	
SENSATION IMPROVED: Orange -scarlet sheen.25	.75	2.25	

OUTDOOR BEDDING TYPES

This group is not recommended for indoor culture but they make excellent bedding and cut flower stock out doors.

 VARIETY	Price per	1/4 oz.	1 oz.	4 ozs.
APRICOT QUEEN: Soft apricot shading orange.	\$.25	\$.75	\$1.90	
CAMPFIRE: Dark orange, scarlet sheen.20	.60	1.50	
CHRYSANTHEA: Clear butter yellow, incurved.15	.50	1.00	
FRILLED BEAUTY: Frilled deep orange.15	.50	1.00	
GOLDEN RADIO: Quilled golden yellow.15	.45	1.00	
ORANGE FANTASY: Crested copper orange with Mahogany edge.25	.75	2.25	
ORANGE SHAGGY: Deep orange, deeply fringed.15	.50	1.00	
ORANGE SUNSHINE: Chrysanthema type orange.15	.50	1.25	
RADIO: Deep orange, quilled petals.10	.30	1.00	

(Seeds will be supplied only in the quantity units listed.)

Delphinium Seeds

Seed count, 12,000 per ounce. Germination period 20 days. Germination, laboratory test, 70% to 90%. Germination will drop as the months pass after harvest. It is suggested that chilling the seeds for 24 to 48 hours in an electric refrigerator, before planting, will usually give a better germination than planting unchilled seeds.

PACIFIC GIANTS

VATTERLE & REINELT'S Original Seeds

At no time in Delphinium history has there been a group of stock which has shown the improvment or given such outstanding performance as has this PACIFIC GIANT group. Not only has this strain given the most certain results in flower doubleness that has been known, but the remarkable resistance to mildew which the plants demonstrate will undoubtedly make Delphiniums again both profitable and popular where they have fallen from favor to some degree.

The florets are very large, beautifully colored and born on stems that are long, and willowy enough to support the large flower heads. Cut, they do not shatter readily, adding to their desirability as a cut flower. Florets are 2½ to 3¼ inches across and closely spaced.

Some new crop seeds of these has arrived and we anticipate the arrival of the complete line by July twentieth. We suggest an early coverage of your seasons requirments in these as from the way orders are already arriving there may be a shortage on the early crop deliveries. Additional seeds will be available from fall harvest but these will not become available in time for outdoor planting this season. Offers of these Delphiniums are made subject to stock available.

PACIFIC GIANT DELPHINIUMS CONTINUED ON NEXT PAGE

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PACIFIC GIANT DELPHINIUMS Continued

NEW CROP READY IN EARLY JULY

NOVELTIES, 1940 HARVEST RELEASE

CAMELIARD SERIES— A pure lavender self with white bee. Perfectly formed florets on a well balanced spike. Growing habit excellent.

ROUND TABLE SERIES— This group might be termed the **Pedigreed Novelties of the Delphinium world**. Nearly 300 different crosses were used in making up this group, combining all the newest color developments. These are invaluable for show purposes.

NOVELTIES RELEASED LAST FALL

BLACK KNIGHT SERIES— The darkest of all this group. Florets 2½ to 3" in diameter, of perfectly round form and velvety texture. The color has a luminosity and vividness unusual in Delphiniums. A long and well formed spike of true show form.

BLUEJAY SERIES— A true blue Delphinium as in other flowers has been an ideal seldom reached. This is a step—a very big step toward that ideal. Color is strikingly clear in shades from medium to dark blue. Bee is of dark contrasting color.

SEED PRICES ON THE ABOVE FOUR VARIETIES

⅛ oz., \$2.00; ⅓ oz., \$3.75; ¼ oz., \$6.25; ½ oz., \$12.00; 1 oz., \$22.00.

RECENTLY RELEASED NAMED SORTS

GALAHAD SERIES— The white that has put this color on a par with the best colored varieties. Florets are clear white and about 3" in diameter, with glistening texture. Spikes are well formed and the plants are mildew resistant to a remarkable degree.

LANCELOT SERIES— Truly a new color. Pure lilac self with white bee. Florets 2 to 2½" in diameter in well formed spikes. Growth demonstrates about all the desirable characteristics of an ideal show and cut flower type.

SEED PRICES ON THESE TWO VARIETIES

⅛ oz., \$1.50; ⅓ oz., \$2.50; ¼ oz., \$4.75; ½ oz., \$9.25; 1 oz., \$18.00.

KING ARTHUR— Brilliant Royal Violet with large white bee. Florets 2½" across on very thin woody stems. Foliage small. Plants 80 to 90 per cent mildew resistant.

GUINEVERE SERIES— A light pink-lavender self with white bee. Florets 2½ to 3" in diameter in large spikes. Good branching habits. Mildew resistance 50 to 70 per cent.

SUMMER SKIES SERIES— Clear light blue with white bee. Florets 2 to 2½" in well formed spikes on thin woody stems. Strong branching habit. Resistance 40 to 60 per cent.

CLEAR WHITE— Individual florets 2 to 2½". Well placed on heavy, well formed spikes. A clear glistening white of heavy texture. Not mildew resistant.

SEED PRICES ON THE ABOVE FOUR VARIETIES

⅛ oz., \$1.25; ⅓ oz., \$2.25; ¼ oz., \$3.75; ½ oz., \$7.25; 1 oz., \$14.00.

STANDARD COLOR GROUPS

LAVENDER SHADES— Range from clear lavender to lilac lavender with contrasting white bee. Florets 2½ to 3" in well spaced spikes on long stems. Branching habit. Resistance 60 to 80 per cent.

LAVENDER PASTEL SHADES— Light to deep smoky lavender. Generally in a two tone combination with brown or black bee. Florets 2½ to 3" in huge spikes. Recommended for show use.

LIGHT VIOLET SHADES— Light to medium violet with white bee. Florets 2½ to 3" in huge well formed spikes. Resistance 20 to 40 per cent.

DARK VIOLET SHADES— Velvety violets with black bee. Florets 2½ to 3" in show type spikes. Resistance 60 to 80 per cent.

LIGHT BLUE SHADES— Light to medium blue with white, fawn and black bees. Florets 2 to 2½" and plants of excellent habits. Resistance 40 to 60 per cent.

MEDIUM BLUE SHADES— Colors range from light to dark blues predominating in the medium shades. Both white and dark centers. Has robust habit and coloring is clear and bright.

DARK BLUE SHADES— Medium to dark blue with white and dark bees. Thin woody stems and well formed spikes. Florets 2 to 2½". Resistance 40 to 60 per cent.

PACIFIC GIANTS MIXED— A very finely balanced mixture of the standard color shades with a sweetening of novelty varieties added as our bonus to you. It's this sweetening better than the originators mixture. You'll like it.

PRICES ON THE EIGHT ABOVE VARIETIES

⅛ oz., \$1.00; ⅓ oz., \$2.00; ¼ oz., \$3.25; ½ oz., \$6.50; 1 oz., \$12.00.

Remember — THIS IS ORIGINATORS SEED

DELPHINIUM VARIETIES Continued

STANDARD VARIETIES HYBRID TYPES

VARIETY	Price per $\frac{1}{16}$ oz.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
BLACKMORE & LANGDON Mixed color types.				
Mildew resistant, Originators seeds.	\$1.25	\$2.35	\$4.50	\$.....
Gold Medal Strain, Originators seeds.50	1.00	2.00	7.00
Standard type, American grown seeds.....	.30	.45	.80	3.00
ICEBERG: Strong growing pure white.....	.20	.30	.60	2.25
WREXHAM ART SHADES: Hollyhock type.45	.85	1.60	6.00

BELLADONNA TYPES

Lower growing, with less formal flowers than the giant and hybrid groups. These are desirable and much used as florist cut flowers.

VARIETY	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
BELLADONNA IMPROVED: Large deep blue.	\$.25	\$.45	\$1.50
BELLAMOSUM IMPROVED: Bright dark blue.....	.25	.45	1.50
BLUE GROTTO: Deep blue, royal purple bee and cream center.60	1.00	3.30
CLIVEDEN BEAUTY: Improved type Belladonna.35	.70	2.50
CARDINAL: Brilliant scarlet.35	.70	2.50
LA MARTINE: Gentian blue, cream center.60	1.15	4.00

Stocks For Florists

Seed count, 18,000 per ounce. Germination period 3 to 10 days
Germination range, laboratory test, 80% to 95%. Germinate readily

DOUBLE GIANTS OF CALIFORNIA

We introduced this group to our patrons six years ago and since that time it has been discovered by nearly every other prominent seedsmen. We handle only the original — Macdonald — strain and highly recommend this group. In fact it has completely replaced the Giant Column, or Non-Branching group with our trade because of the fact that if set close in the bench, it will produce but a single mammoth flower spike to each plant. Doubleness is better and where lateral bloom is wanted, they give plants of similar form to the Improved Bismarck when set with wider spacing. In all cases the flowers are larger and on longer stems than the Bismarck type produces. Also recommended for outdoor plantings.

VARIETY	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
GOLDEN GATE: Rich yellow.	\$.50	\$1.00	\$1.90	\$3.50
MOJAVE: NEW. Royal purple.75	1.40	2.60	5.00
MONTEREY: Pink.50	1.00	1.90	3.50
PACIFIC: Blue.50	1.00	1.90	3.50
REDWOODS: Blood red.50	1.00	1.90	3.50
SANTA BARBARA: Chamois.50	1.00	1.90	3.50
SANTA MARIA: Very fine white.50	1.00	1.90	3.50
SEQUOIA: Rose carmine.50	1.00	1.90	3.50
SHASTA: Not truly of this group but very similar. A glistening pure white.45	.85	1.60	3.00
TAHOE: Lavender.50	1.00	1.60	3.50
YOSEMITE: Rose.50	1.00	1.90	3.50
FANCY MIXED: All the above blended.45	.90	1.60	3.00

THE NEW EARLY COLONIAL TYPE

A new race of Stocks. Tall and exclusively branching, they produce no center spike but branch at the base; producing 8 to 10 spikes 30'' long with a plant spread of about 20''. These flower two weeks earlier than the Perpetual Branching types. Florets are double and 2'' in diameter. Doubleness of plants is about 70%. Highly recommended.

VARIETY	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
MAYFLOWER: Fine rose red.	\$.75	\$1.50	\$2.75	\$5.00
PRISCILLA: Silvery lavender.75	1.50	2.75	5.00
PURITAN: Glowing pure white.75	1.50	2.75	5.00

Delivery on these subject to arrival of 1940 crop.


STOCK LIST CONTINUED ON THE NEXT PAGE

STOCKS FOR THE FLORIST

(Continued)


SUPER GIANT IMPERIAL

A giant race of the Imperial or Improved Bismarck type. Flowers are large and well spaced, on long spikes. Doubleness is excellent. Recommended for greenhouse culture.

 VARIETY	Price per			
	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
DARK BLUE: As named.	\$.60	\$1.20	\$2.30	\$4.50
BLUSH PINK: As named.60	1.20	2.30	4.50
ROSE CHARM: Rich deep rose.60	1.20	2.30	4.50
ROSELIGHT: Glowing rose pink.60	1.20	2.30	4.50

GIANT IMPERIAL or IMPROVED BISMARCK


Early and with a high percentage of doubles, these are the standard branching variety so much used for both forcing and bedding.

 VARIETY	Price per			
	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
ANTIQUE COPPER: Rich Hellebore red.	\$.40	\$.80	\$1.40	\$2.80
APPLE BLOSSOM: Blush pink.40	.80	1.40	2.80
BUTTERCUP: Rich yellow.40	.80	1.40	2.80
BLOOD RED: Christmas red.40	.80	1.40	2.80
CHAMOIS: Ivory tinted old rose.40	.80	1.40	2.80
DARK BLUE: As named.40	.80	1.40	2.80
ELK'S PRIDE: Royal purple.40	.80	1.40	2.80
FLESH: Bright flesh pink.40	.80	1.40	2.80
GOLDEN BALL: Canary yellow.40	.80	1.40	2.80
GOLDEN ROSE: Light golden rose.40	.80	1.40	2.80
LAVENDER: Silvery lavender.40	.80	1.40	2.80
LILAC: True color.40	.80	1.40	2.80
ROSE: Fine rose pink.40	.80	1.40	2.80
WHITE WONDER: Very large, tall white.40	.80	1.40	2.80
BISMARCK MIXED: Cut flower formula.35	.60	1.10	2.00

Perennial Seed

We list here Perennials that are of the most value and interest to our Florist customers for use either as plant sales material or cut flower use. These varieties and strains, like all Harrold seeds have been carefully selected for the highest quality and value. We have a very good stock on hand and anticipate no shortage until the first of August at least. After that date it will be hard to predict the availability of items which are imported in any quantity. Even though we use American grown seeds as much as possible, varieties which are imported in quantity by others may become short as the season advances. We suggest early coverage of your requirements.

Figures followed by (") denote inches; by ('), feet; the height of the plant at blooming age.

 VARIETY	Price per			
	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
ACHILLEA— Millfoil, Yarrow				
Filipendula, Parker's: Yellow, 4' to 5'.	\$.20	\$.75	\$1.45	\$2.80
Millefolium, Cerise Queen: Dark cherry red. A very fine novelty.50	1.75	3.25	6.00
Millefolium, Kelwayi: Magenta red. 15''.....	.20	.75	1.45	2.80
Ptarmica, The Pearl: Best small fl. white.20	.80	1.55	3.00

ALYSSUM—

Argenteum: Yellow flowered, 24''.20	.65	1.10	2.00
Montanum: NEW Trailing yellow, silvery leaves. Only 6'' high.50	1.75	3.25	6.00
Saxatile Compactum: Gold Dust. 12''20	.40	.75
Serpyllifolium: Dwarf yellow silver foliage.50	1.75	3.25	6.00

ANCHUSA—


Italica, Dropmore: Large pure gentian-blue Robust plant 5' tall.10	.20	.30	.50
Italica, Feltham Pride: Dwarf bright blue.25	.85	1.60	3.00
Italica, Lissadell: Bright blue 4' tall.10	.20	.30	.50
Myosotidiflora: Light blue Forget-me-not flowers on plants 15'' high.65	2.50	4.25	8.00

PERENNIAL LIST CONTINUED ON THE NEXT PAGE

PERENNIAL SEEDS Continued

VARIETY	Price per $\frac{1}{16}$ oz. $\frac{1}{4}$ oz. $\frac{1}{2}$ oz. 1 oz.			
ANEMONE— Windflower.				
His Excellency: Single, firey scarlet. 15''....	.20	.60	1.10	2.00
ST. Brigid Hybrids: Finest semi-double mixed. Superb colors. 18'' tall.20	.75	1.40	2.60
AQUILEGIA— Columbine.				
Clematiflora: NEW. Spurless with beautiful Clematis like flowers. Mixture has all colors except red. A striking novelty.	\$1.00 per $\frac{1}{64}$ oz.			
Chrysantha, New Hybrids: A fine blend of cream, yellow and orange shades. L...S....	.20	.60	1.00	1.80
Crimson Star: Deep crimson white corolla.	.40	1.40	2.80	5.50
Dobbie's Imperial Mixed: A fine mixture.	.25	.80	1.50	2.75
Longissima: NEW. Delicate pale yellow with extremely long spurs. Very striking.	1.25	5.00	9.00	17.50
Mrs. Nicholls: Improved Coerulea. Very bold rich blue. (Rocky Mt. Columbine) 24''.	.60	2.00	3.75	7.00
Mrs. Scott Elliot Strain: Excellent L. S....	.15	.85	1.60	3.00
Waller Franklin Hybrids: Very fine mixed.	.40	1.40	2.60	5.00
ARMERIA— Sea Pink.				
New Giant Pink: NEW. Large flowers 24''.	.75	2.75	5.00	10.00
Lauchena: Rosy crimson. 9'' high.40	1.40	2.60	5.00
Alpina: Bright rose, compact tufts of foliage 3'' high.60	2.25	4.25	8.00
BELLIS— English Daisy.				
Perennis, Longfellow: Large double rose.	.15	.40	.75	1.40
Perennis, Snowball: Excellent double white.	.15	.40	.75	1.40
Perennis, Extra Double Mixed.15	.30	.55	1.00
Monstrosa: Separate colors; red, rose, white and mixed. Giant flowered double.20	.70	1.30	2.50
Tubulosa, Etna Red: A rich color.25	.85	1.60	3.00
Tubulosa, Bernina: White changing to pink.	.35	1.25	2.25	4.00
Tubulosa, Monterosa: Brilliant rose.50	1.75	3.25	6.00
Tubulosa Tiflis: Carmine.35	1.25	2.25	4.00
CAMPANULA—				
Carpatica: Hare Bells. Blue, 9'' high.....	.15	.25	.45	.80
Persicifola: Peach Bells. Large China blue.	.25	.70	1.35	2.60
Rotundifolia Olympica: Blue Bells of Scotland. Light blue flowers. 12'' high.60	2.25	4.25	8.00
Rotundifloria, Surperba: Bright blue. 12''....	.50	1.75	3.25	6.00
Medium, Calycanthema: Cup and Saucer Canterbury Bells. Blue, pink and mixed.	.15	.30	.55	1.00
CANDYTUFT— Iberis.				
Queen of Italy: Rosy lilac, 10''.15	.25	.45	.80
Sempervirens: Very fine white, 12''.15	.40	.75	1.40
CARNATION— Chabaud's Giant Double.				
Cardinal: (Sparkler)25	.80	1.50	2.80
Copper Salmon: (Aurora)25	.80	1.50	2.80
Crimson:25	.80	1.50	2.80
Flesh Pink:25	.80	1.50	2.80
Rose Pink: (The Pearl)25	.80	1.50	2.80
Salmon Rose: (Legion of Honor)25	.80	1.50	2.80
White: (Jeanne Dionis)25	.80	1.50	2.80
Fine Mixed.20	.60	1.10	2.00
CARNATION— Grenadin.				
Dark Red: (Black King)25	.80	1.50	2.80
Cardinal Red:25	.85	1.60	3.00
Golden Yellow: (Golden Sun)35	1.15	2.10	4.00
Deep Pink: (Triumph)25	.85	1.60	3.00
White: (Snow White)25	.85	1.60	3.00
Mixed:20	.50	1.00	1.80
CENTAUREA—				
Dealbata: Rose, silver foliage.....	.15	.40	.70	1.20
Macrocephala: Golden yellow, 36'' high.15	.40	.70	1.20
Montana: Corn-flower-blue, 24'' high.....	.15	.20	.30	.50
COREOPSIS—				
Auriculata Superba: Gold & brownish-red....20	.35	.60
Lanceolata Grandiflora: Large yellow, 3'....15	.20	.30
Double Sunburst: NEW. Double gold.15	.30	.50	.90
Double New Gold: Very choice. 40'' high....	.15	.30	.50	.90
Mayfield Giant: Large deep gold, double....15	.25	.40

PERENNIAL SEEDS Continued

 VARIETY	Price per $\frac{1}{16}$ oz. $\frac{1}{4}$ oz. $\frac{1}{2}$ oz. 1 oz.			
DAISY— Chrysanthemum Leucanthemum Maximum.				
Double Shasta: Reselected Deiner's strain.	1.00	4.00	7.75	15.00
Shasta Alaska: A very large, fine strain.....	.15	.30	.55	1.00
PERENNIAL LIST CONTINUED ON THE NEXT PAGE				
DIANTHUS— Pinks.				
Allwoodii Alpinus: Very fine mixed, 9''.....	.50	1.50	2.75	5.00
Caesius: (Cheddar Pink) Flesh, 3'' high.....	.15	.40	.75	1.25
Deltoides: Rock garden mixed. 8''.....	.15	.50	.90	1.60
Delight: Pink to deep purple, 9''.50	1.65	3.25	6.00
Loveliness: Fragrant, fringed rosy lilac.75	2.75	5.25	10.00
Madam Butterfly. Large fringed pink & white.	.50	.75	2.25	4.00
Winteri: NEW. Pure bright colors. Plant is compact and free flowering. 9'' high.75	2.75	5.25	10.00
DIGITALIS— Foxglove.				
Hybrida Lutzii: Beautiful salmon, 4' tall.....	.15	.25	.45	.80
Gloxiniflora, The Shirley: Large flowers with spotted throat. Fine color mixture, 4'.15	.30	.50
Gloxiniflora: White, purple or rose separate.15	.30	.50
GAILLARDIA GRANDIFLORA—				
Bremen: Coppery scarlet, yellow tipped.....	.15	.45	.75	1.40
Burgundy: Fine copper scarlet self.20	.50	.95	1.80
Goblin: Dwarf deep red yellow border, 14''. ..	.35	1.00	2.00	4.00
Tangerine Improved: Large tangerine orange.15	.45	.75	1.40
The Dazzler: Yellow, maroon center.15	.40	.65	1.20
Portola Hybrids: Large red and yellow.15	.35	.55	1.00
GEUM—				
Borisii: NEW. A fine orange scarlet, 24''. ..	.50	1.50	2.75	5.00
Lady Stratheden: Double golden yellow.25	.75	1.25	2.00
Mrs. Bradshaw: Glowing scarlet, 24''.20	.60	1.00	1.80
Orange Queen: Double scarlet orange.40	1.25	2.25	4.00
Prince of Orange: Early, golden orange.50	1.75	3.25	6.00
GYPSOPHILA— Babys Breath.				
Oldhamiana: Large flowered flesh pink, 42''. ..	.15	.50	.85	1.50
Paniculata Double Alba: Double fl. white.35	1.25	2.00	4.00
Paniculata Double Snowball: Improved white50	1.75	3.25	6.00
Pacifica: Rosy pink flowers, late, 4'.25	.80	1.50	2.80
HOLLYHOCK—				
Double Black Gem: Almost black maroon:25	.75	1.25	2.00
Double Imperator: Large fringed and crested flowers of the finest tints. Fine range.....	.20	.50	.90	1.60
Double Triumph: Waved form, art shades.20	.60	1.00	1.80
LOBELIA —				
Cardinalis. Scarlet and hardy.25	.80	2.60	5.00
LUPINS—				
Russell English Strain: Fine color range.....	.20	.50	1.75	3.00
LYCHNIS —				
Arkwrightii: Finest hybrids, 18''.20	.50	.85	1.50
Chalcedonica. Jerusalem Cross. Scarlet, 30''.15	.25	.35
MYOSOTIS— Forget-me-not.				
Alpestris Blue. Fine mid-blue. 12''.15	.25	.50
Alpestris, Sutton's Royal Blue: Indigo, 12''. ..	.15	.40	.70	1.20
Alpestris Mixed: Fine color range.15	.25	.40	.75
Oblongata, Blue Bird: Deepest blue, 12''.....	.25	.70	1.35	2.50
This one can be winter forced nicely.				
PENTESTEMON— Bearded Tongue.				
Sensation Improved: Finest large fl. mixed.25	.80	1.50	2.80
Grandiflora Mixed: A very fine mixture.....	.20	.75	1.15	2.00
PLATYCODON— Balloon flower.				
Grandiflora: Tall blue. 28'' high.15	.30	.50	.90
Mariesi: Dwarf dark blue, 16''.20	.60	1.10	2.00
POPPY NUDICAULE— Iceland Poppies.				
Amureuse Yellow Wonder: Buttercup yellow.25	.85	1.40	2.60
EL Monte: Giant tangerine orange.....	.15	.45	.85	1.60
Fakenham Hybrids: Orange, yellow & white.15	.45	.85	1.60
Imperial Jewels Mixed: NEW. A rare color range in strong and pastel shades.35	1.25	2.25	4.00
Sanford's Giants: A fine color range.20	.65	1.10	2.00
The Emperor: Large flowered orange.25	.75	1.40	2.60
The Empress: Frilled salmon rose.25	.75	1.40	2.60

What They're Saying About Harrold's Pansies

Although we receive hundreds of letters commenting on results given by HARROLD'S PEDIGREED STRAIN PANSIES, we haven't said a great deal in our catalogues about them. While there are some, of course, that report trouble or unsatisfactory results, the majority by far are expressions of the highest satisfaction. Usually where unsatisfactory results are reported, a careful investigation proves the culture rather than the stock to be at fault. Finding what the trouble is helps the grower greatly and usually assures better future results.

While it's impossible to print all of these letters in the very limited space available here, we have picked at random, letters that demonstrate the wide variety of climate and conditions under which HARROLD'S PEDIGREED PANSIES have proven satisfactory. Portions of letters covering order instructions have been eliminated of course. Names and addresses of the writers of the following letters can be supplied or the original letter can be examined at our office. We take this opportunity to thank all our many friends who have taken the time to make a report of their results, and, while we don't solicit letters as testimonials, we are always glad to receive any report on results obtained.

NORTH

Greenland, New Hampshire. July Ninth.

. . . I'm only a small grower of Pansies but I find every year since using your seeds that my trade in Pansies has increased. This past season I could have sold a great many more if I had them

Signed: J. L. M.

Hanover, Ontario, Canada, June 24.

I want to say here in a few words how pleased I was when I saw my first blooms. We sold more Pansies this year than we ever did before. I am not getting any seeds from any other firms this year for I'm planting all Harrold's Pedigreed stock this year. . .

Signed: C. G.

Ville Lasalle, Quebec, Canada. July 19.

. . . I tried other seeds last year but am coming back to you as I find flowers from your seeds excell everything I have ever had for robustness, substance, color and length of stem. . .

Signed: J. O. S.

Askov, Minn. July first.

Here is another order for Pansy seeds. I sent two of the varieties I ordered from you some time ago to my Uncle in Denmark. My Father says that they raise some very poor Pansies in Denmark so, I thought I would see that they got some good seed and see if that would not help. . .

Signed: H. M.

Satisfactory results as reported by these northern growers certainly demonstrates the hardy habit of Harrold's Pedigreed Strain Pansies. They stand cold extra well.

EAST

Easton, Pa. July Eighth.

I am sending a small order herewith for Pansy seeds. I only grow a few for my own planting and some of my special customers, but the ones I grew from your Pedigreed Art-Shades beat anything I have previously grown. They were wonderful in every respect. I had no trouble selling them.

Signed: G. B.

Richmond, Virginia. December tenth.

We are sold out of Pansy plants, except what will be required for local retail sales. We had never before tried selling Pansy plants at wholesale, but found the demand for your strains extra good. The seed germinated fine this year and we were much pleased with our crop. We expect to have a larger order for you next season.

Signed: L. S. B.

Poland, Ohio. June 4, 1940.

I want to take this opportunity to tell you how well I like your Pedigreed Giant Pansies. To begin with I had wonderful germination. I had over 600 plants from 1,000 seed packets and we had a bad winter, with 20 below zero. I used straw for mulch. A few personal contacts resulted in selling all my plants in short order. I charged 50 cents a dozen and I know I could have gotten more. Next time I shall. However there was so much 25 cent a dozen stuff on the market I was well satisfied. The colors and size are wonderful. And such stems! I had lots of bloom 3 1/4 inches in diameter with 6 inch stems. My customers had nothing but praise for them.

Signed: T. A. L.

In the highly competitive eastern markets Harrold's Pedigreed Pansies turn in sales records. That's what interests the commercial man. Are you participating?

WEST

Portland, Oregon. May fourth.

We bought Pansy seeds from you last summer and had very good results. We did not grow heavily as it was our first experience with your stock. We have found the demand very great as our plants turned out very fine. We have worked up a fine wholesale trade and plan on planting fifty or sixty thousand plants for next years business. . .

Signed: A. R. K.

Santa Fe, New Mexico. June 1, 1940.

. . . I bought a \$1.00 packet of your Pedigreed Giant Pansies years ago (1934 I think) and still have a greatly admired bed of these I fear you would consider these decidedly inferior, but the compactness of the plants—their prolific bloom, length of stem, and excellent assortment of colors have pleased me very much. . . I've planted seeds from the original packet each year, and tho I don't bother with percentages, germination was still good this spring (1940). Most of the young plants survive our winters, though temperature usually touches zero. . .

Signed: E. L. B.

Hanford, California. January 17.

. . . The Pansy seeds I bought from you last fall was very satisfactory. We have almost twice as many plants as we usually get from the same amount of seed and the flowers are beautiful.

Signed: E. K. C.

Harrold's Pedigreed Pansies perform in their own "billywick" as well as in other climates. They've got IT.

SOUTH

Coral Gables, Florida. March 12.

I wish to thank you for the shipment of Pansy plants, which I recently received in perfect condition. Although the plants were eight days in transit they did not suffer at all. They are growing splendidly and giving the utmost satisfaction.

Signed: L. H. C.

Bradenton, Florida. July 26.

. . . The Pansies I had last year from this same seed was the best in Manatee County. . . There are four or five other growers here but none of them planted Pansies. They all said they could not get the seeds up. I think all of mine came up. . .

Signed: J. E. A.

Tyler, Texas. June 30, 1939.

. . . Pansies grown from your seeds this spring were enormous, many measuring 4 1/4 inches. People came for miles around all winter and spring to view the gardens and buy our plants and it was with pleasure we could say they were from Harrold's seeds.

Signed: E. W. S.

In hot or cold climates Harrold's Pedigreed Strain Pansies have definitely demonstrated their superiority to the run of the mill varieties. At their reasonable price range they are an outstanding value that merits your careful consideration — it's to your interest to give it.

Harrold's Pansy Gardens

(Originators of Harrold's Pedigreed Strain Pansies)

Grants Pass, Oregon.

[illegible]

12104

1. The only way to get a good night's sleep is to go to bed early and get up early. I usually go to bed at 10:30 and get up at 6:30. This gives me a good night's sleep and I feel fresh in the morning.

RECEIVED
JAN 10 1964
U.S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D.C.


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[illegible]

1. The first thing I noticed when I stepped out of the plane was the cold. It was a sharp contrast to the warm, humid air of the tropics. I had heard that the weather in the north was harsh, but I didn't realize just how cold it would be. The wind was biting, and the sun felt like a distant star. I wrapped my coat around myself and shivered. I had never experienced such a cold before, and it felt like a punch to the chest. I had to adjust to this new environment, and I knew that it would be a challenge. I had to learn to live with the cold, to find warmth in the midst of the winter. I had to find a way to survive in this new world. I had to find a way to thrive. I had to find a way to belong.

1941-1942

PERENNIAL SEEDS Continued

 VARIETY	Price per $\frac{1}{8}$ oz. $\frac{1}{4}$ oz. $\frac{1}{2}$ oz. 1 oz.			
POPPY ORIENTAL—				
Salmon Queen: NEW. Fine salmon.50	2.00
Beauty of Livermore: Crimson, black blotch.35	1.20	2.25	4.00
Scarlet: The popular standard shade.15	.35	.60	1.00

PERENNIAL LIST CONTINUED ON THE NEXT PAGE

Princess Victoria Louise: Salmon.35	1.10	1.95	3.60
Double Olympia: Fine. Comes about 40% fully double. Scarlet & salmon shades.....	.75	2.75	5.25	10.00
Royal Scarlet: Nearest true scarlet.35	1.10	1.95	3.60
Oriental Mixed: A fine color blend.15	.45	.80	1.50
Oriental Poppy will not come fully true from seeds.				

PRIMULA— Primroses.

Auricula: Very finest large fl. mixture.....	1.00	3.25	6.25	12.00
Bulleslana Hybrids: Yellow to carmine.	1.00	3.25	6.50	12.00
Berkeley's Supreme: NEW. Exquisite size and coloring:	1.00	3.25	6.25	12.00

PYRETHENUM— Painted or Persian Daisy.

Double Mixed: An extra choice blend.50	1.75	3.25	6.00
Grandiflorum Giant Hybrids: NEW. A very fine strain. Many new shades.....	.35	1.25	2.25	4.00
James Kelway: Variable velvety scarlet....	.25	.90	1.60	3.00
Single and Double Mixed: Very fine color.25	.90	1.60	3.00

SALVIA—

Azurea Grandiflora: Bright blue, 32''.25	.75	1.40	2.60
Patens: Large fl. Navy blue, 30''.25	.85	1.60	3.00

SCABIOSA—

Goldingensis: Large deep lavender.35	1.25	2.25	4.00
House's Giant Hybrids: Very fine.25	.95	1.75	3.00
Webbiana: NEW. Large fluffy flowers of pure cream. Blooms freely. Excellent cut.50	1.50	2.75	5.00

STATICE— Sea Lavender.

Caspia: Large lilac, 30'' high.20	.65	1.25	2.00
Dumosa: Pure silvery-gray flowers, 30''....	.20	.65	1.25	2.00
Latifolia: Dwarf blue, 12'' high.15	.45	.75	1.40
Puberula: Dwarf dark violet, 6'' high.30	1.00	1.85	3.50

STOKESIA— Stokes' Aster.

Cyanea Blue: Large flowered, 16'' high....	.15	.50	.85	1.60
Cyanea Mixed: An excellent color blend....	.15	.45	.75	1.40

SWEET WILLIAM— Dianthus Barbatus.

Dwarf Alpine Mixed: Very fine, 6'' high....	.35	1.20	2.25	4.00
Double Choice Mixed: Fine blend.....	.15	.40	.75	1.25
Single Newport Pink: Salmon pink.10	.20	.35	.60
Single Purple Beauty: Bright deep purple.15	.30	.45	.80
Single Scarlet Beauty: Bright scarlet.10	.20	.35	.60

TRITOMA— Red Hot Poker.

Express Yellow: Has red bud, 36''.20	.70	1.25	2.00
Pfitzer's Hybrids. Excellent specimens.15	.45	.75	1.40

WALLFLOWER—

Double Extra Choice Mixed: Early. 20''....	.35	1.25	2.25	4.00
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Free Air-Mail Service

ON SEED ORDERS ONLY

READ CAREFULLY BEFORE ORDERING AIR SHIPMENT

Continuing our past policy of the most efficient, modern service, we will ship any seed order by Air-Mail without additional cost; providing it meets the following conditions.

Order must arrive by Air-Mail with postage fully prepaid. Remittance in full must accompany order. Order must amount to not less than \$3.00 in items listing at \$2.50 per ounce or more. In the event of items of cheaper rate than \$2.50 per ounce being included, these will be sent regular mail as a separate shipment, unless Air-Mail postage for these at the rate of 6 cents per ounce is included. All orders not meeting these conditions will be forwarded in the usual manner, by regular mail. Saving in time by using Air-Mail is about 50% to eastern coast points. Because of weight factor, bulbs and plants can not be sent by air, except at excessive cost.

TERMS OF SALE

Quotations are wholesale, for the professional trade.

PRICES AS QUOTED — are on the basis of cash with order. Only where arrangement for opening an account have been made will this rule not apply. **Remittance in full** must accompany all orders for bulbs and plants, while seeds will be shipped C. O. D. if remittance is not made. Account sales amounting to less than \$10.00 not made.

QUANTITIES — Seed items will be supplied only in the quantity units as listed. Half ounces will be supplied at one half the ounce rate, except where a definite quotation is made for this quantity. All other intermediate units will be charged for as multiples of the smaller units required to make them.

For plants and bulbs, the minimum quantity that will be sold is noted with each group of stock. All quantities less than 200 of a size and kind will be charged for at the 100 rate unless specifically quoted otherwise. The 1,000 rate will apply to all quantities of 200 or more of a variety and size. Where a 3,000 quantity quotation is made, order must be for full 3,000, with no item less than 1,000 of a size and variety.

REMITTANCE — We accept remittance by any of the normal commercial methods. **STAMPS WILL NOT BE ACCEPTED** in place of remittance. Patrons outside the U. S. must remit in American funds; either by money order or draft on New York—**IN AMERICAN DOLLARS**. Any collection fee above normal bank check service charge will be charged back to the customer. **Positively no open accounts outside the U. S. A.**

Orders from municipalities or public institutions will be supplied under the purchasers standard purchase form — under the provision that payment is due and will be expected by the 15th., of the month following shipment.

SAMPLES — Free samples are never supplied. If material for sampling is necessary please make a minimum quantity order for items desired in the normal manner. Terms given above cover this.

TELEGRAPHIC ORDERS — Except from customers with established accounts, such orders can not be accepted unless accompanied by wire draft. Western Union is our only telegraph connection.

ALL ORDERS — Are received subject to supply available and crop or any other condition beyond our control. Orders booked in advance of normal delivery season or held at customers request, will be invoiced upon placement of order and held or stored as the property of the customer. Aside from exercising normal care in such cases we will not assume responsibility for natural deterioration or overgrowth occurring from prolonged delay in delivery at the request of the customer. Present business conditions makes it necessary that we reserve the privilege to adjust our prices and terms without notice to conform to varying conditions which may occur after publication of this list.

SHIPMENT — Seeds are all priced prepaid, by insured regular post with Air-Mail shipment free under conditions set forth elsewhere in this catalogue. All other stock is priced with delivery taking place upon delivery at the office of the transportation agency at Grants Pass, Oregon. Thereafter the shipment travels as the property of the purchaser and responsibility for safe transport rests with the transportation company. In the event of loss or damage in transit, be sure to have such condition noted on your delivery receipt. Claim should be filed with the transport agency at once covering loss and the shipper should be notified. We will co-operate fully in procuring proper adjustment but can not guarantee action of transportation company. Shipments of perishable material by parcel post is not advised and will be made only at the instruction and risk of the purchaser.

OUR RESPONSIBILITY — In view of the reasonable prices quoted herein, and the varied cultural conditions under which this stock will be grown, it is manifestly impossible for us to warrant in any manner, descriptive or cultural, the crop resulting from the use of listed material. Ordering from this list will definitely be construed as your acceptance of these terms as set forth, and it is understood that in all cases our liability shall be limited to the actual purchase price paid for any material supplied.

SEED ITEMS — Not listed herein, but quoted in our last semi-annual catalogue may be ordered from it at prices quoted.

**THIS LIST CANCELS ALL PREVIOUS PRICES
QUOTED ON ITEMS LISTED**

HARROLD'S PANSY GARDENS
and GREENHOUSES

P. O. BOX 29 PHONE 283-J
GRANTS PASS, OREGON, U. S. A.